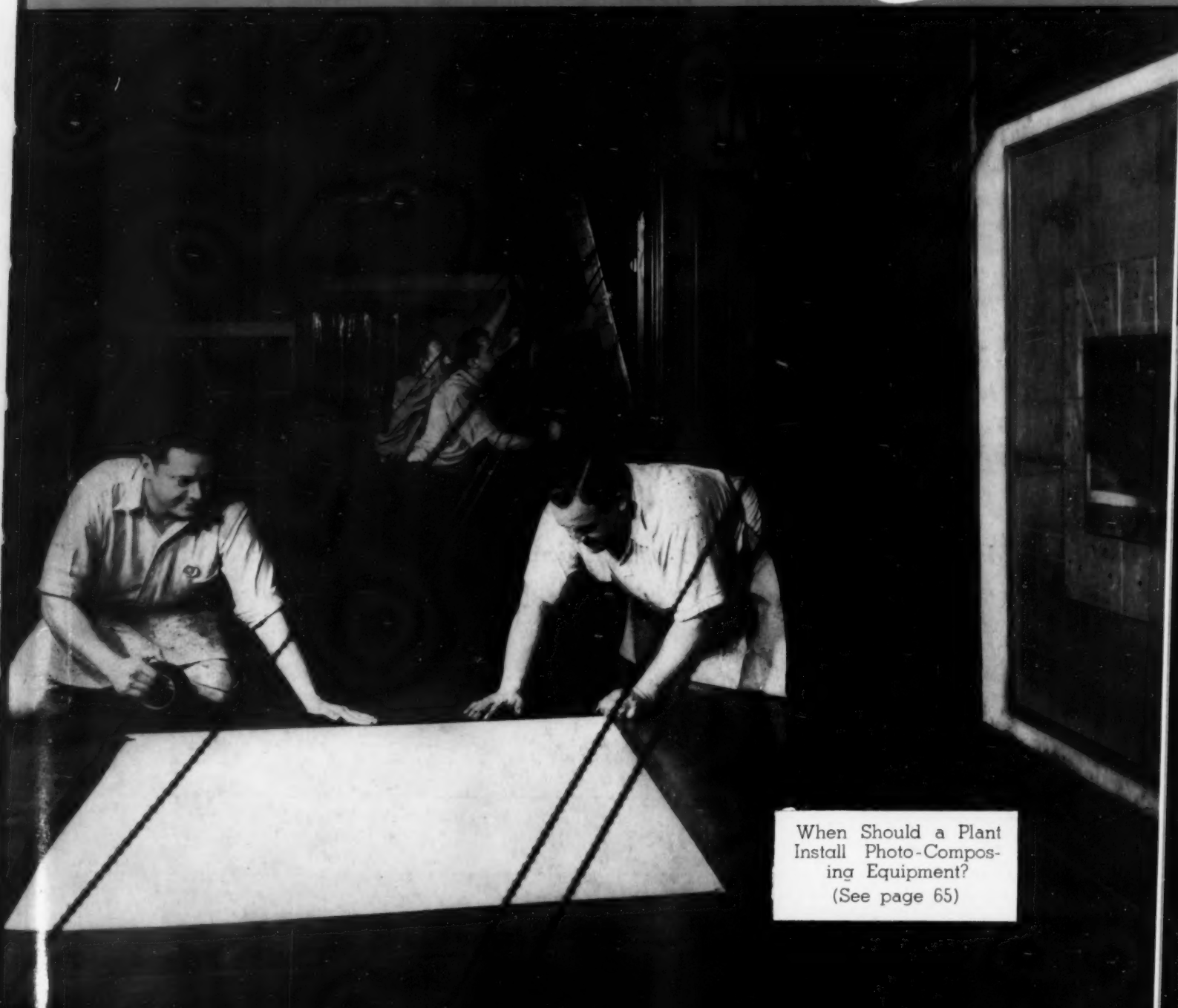


# *Modern* LITHOGRAPHY

NOVEMBER- 1947 - VOLUME 15 - NUMBER 11

*ml*



When Should a Plant  
Install Photo-Compos-  
ing Equipment?  
(See page 65)

**Fast Orange 77P**

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were the first lithographic inks  
made from dyestuffs  
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and are still leading  
with their outstanding resistance properties

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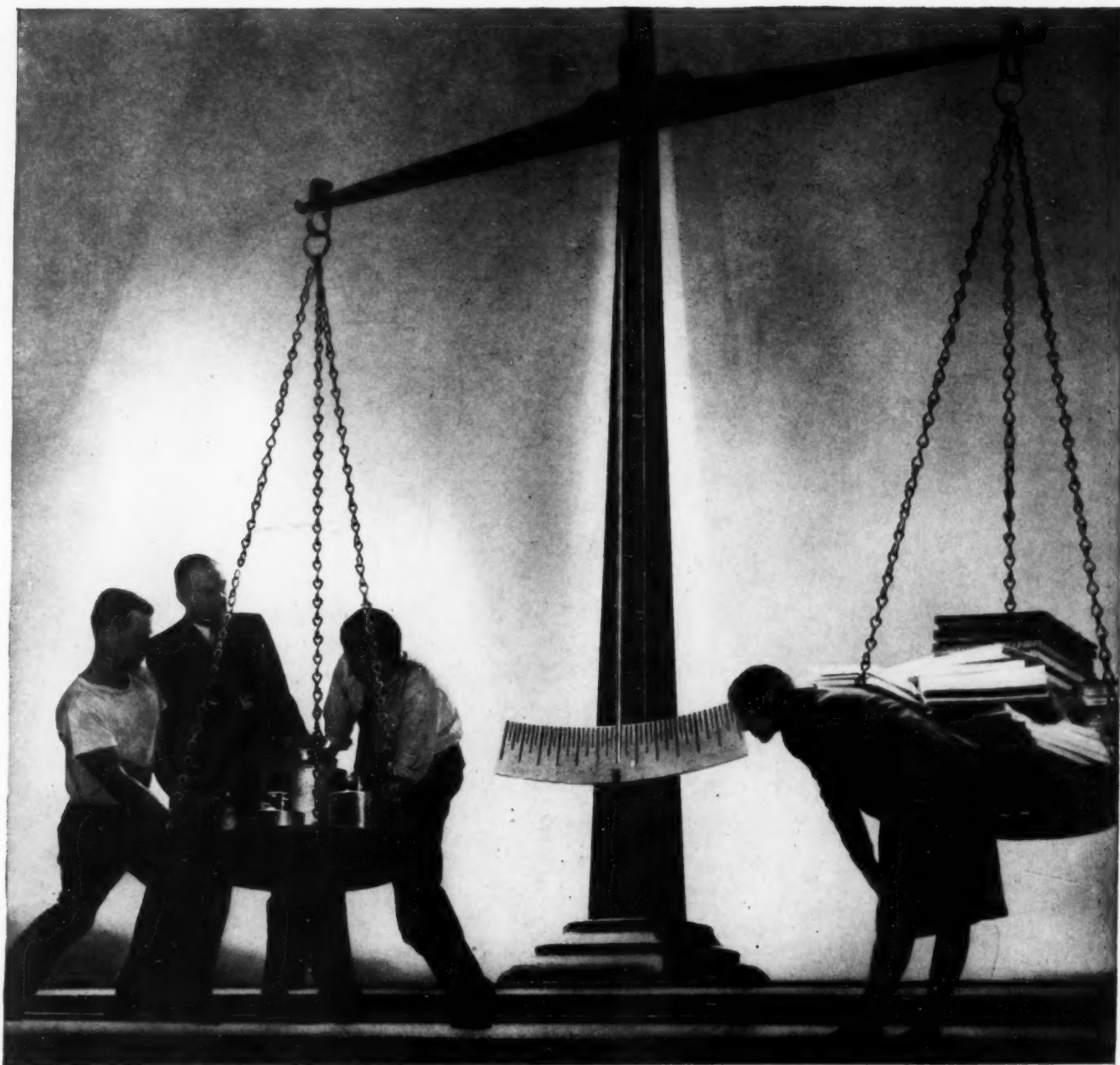
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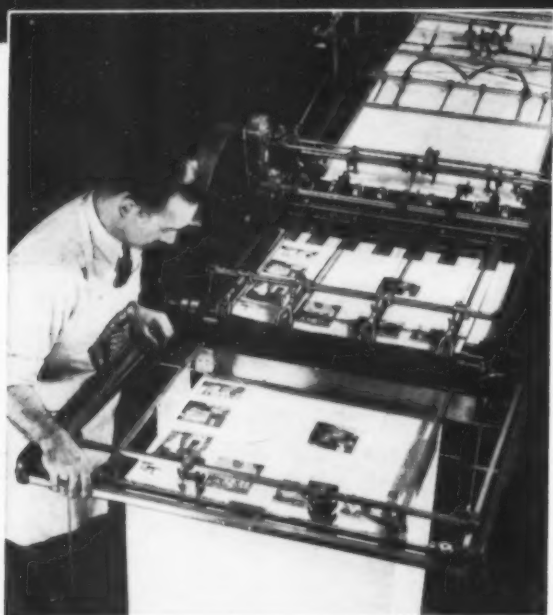
Improvements in product, improvements in service are the constant objectives of our planning program. International Paper Company, 220 East 42nd Street, New York 17, N. Y.



It is even easy to see why the  
Simplex is easy to run . . .



The 20 x 26  
Miller Simplex Auto-  
matic with feeder swung  
back, delivery frame  
up, and inker open.



A man of average height (5'-8" by insurance statistics) is a half foot taller than the very highest part of a Simplex press. He can see and reach all parts of the press with a minimum of exertion.

LOOK HERE—at the Miller Simplex cylinder, bed, inker and fountain.

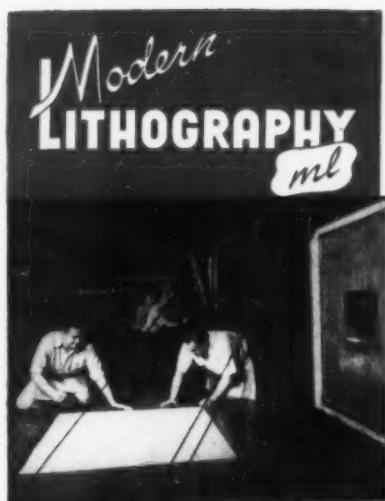
The cylinder is fully exposed, at easy arm's height and length. The bed affords open and unhindered desk-top convenience. One lever pull opens the inker, fully exposing all rollers for quick cleaning and setting.

The aluminum alloy feedboard lifts positively but easily. The entire feeder swings back in a moment. The delivery frame (there is no carriage or heavy superstructure) is raised quickly with one hand.

You can see all superiorities of the Simplex in actual operation, without an iota of obligation, by merely requesting a demonstration. Or, if you prefer, write, wire or phone for detailed literature.

**miller**

**MILLER PRINTING MACHINERY CO., PITTSBURGH, PA.**



### THE COVER

When is a lithographer justified in adding photo-composing equipment? This question is discussed in an article starting on page 65. The photograph is by F. S. Lincoln and shows two machines in the New York plant of National Process Co.



ROBERT P. LONG  
Editor

IRENE H. SAYRE  
Technical Editor

THOMAS MORGAN  
Business Manager

Address all correspondence to  
254 W. 31st St., New York 1, N. Y.

NOVEMBER

VOLUME XV, No. 11

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## MODERN LITHOGRAPHY

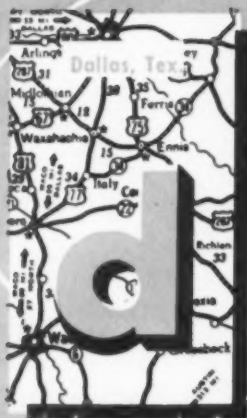
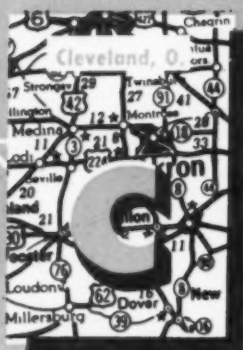
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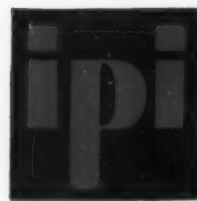
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# KEEPING IN TOUCH



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## TRI-METAL PLATE HIGHLIGHT OF IPI EXHIBIT AT 15th PHOTO-LITHOGRAPHERS CONVENTION

"This plate is the talk of the convention," is the way one visitor to the 15th Annual Photo-Lithographers Convention in Detroit summed up convention-wide interest in the new IPI Tri-Metal Offset Plate, principal feature of the IPI exhibit booth.

The IPI Tri-Metal Plate is a long-life, offset plate composed of 3 metals. It lithographs press runs of a half-million impressions or more with remarkable uniformity. The last impression is actually as strong, clean, and sharp as the first.



This sample IPI Tri-Metal Offset Plate, measuring 2½" by 3½", was an outstanding convention souvenir.

Every visitor to the convention had the opportunity to secure for himself a sample of the IPI Tri-Metal Offset Plate, for IPI had prepared as a souvenir for convention visitors a 2½" by 3½" sample of the plate. This souvenir was distributed with a folder explaining the performance and composition of the plate. Hundreds of these plates were passed out, and were examined with great interest.

Visitors to the IPI booth also viewed many other interesting exhibits, which were grouped in 5 well-lighted display windows, and on open plastic shelves. The exhibits included commercial specimens of offset printing done



IPI booth at the 15th Annual Photo-Lithographers Convention

with IPI Vapolith inks, the new IPI press-tested offset blacks, and a wide range of IPI offset colors.

### IPI Has a "Package" with Everything for Long-Run, High-Speed Offset Litho

One window in the exhibit, devoted to IPI research developments for offset, served to show that the IPI Tri-Metal Plate is another link in a chain of research which makes possible today high-speed, long-run, quality lithography on web-fed offset presses. The major developments of this research are IPI Vapolith heat-set inks, the Vapolith blanket and special rollers,

and the IPI Tri-Metal plate.

Vapolith heat-set inks make possible offset web press operations at high speed. Vapolith blankets with special rollers increase the overall efficiency of press operation with Vapolith inks. Now the IPI Tri-Metal Plate brings to fulfillment the promise of these developments — high-speed, long-run offset lithography of high, uniform quality.

Together, Vapolith inks, Vapolith blankets and special rollers, and the IPI Tri-Metal Plate comprise a "package" of inks and supplies with which the offset lithographer can produce long-run, high-speed offset lithography.

### 1948 IPI OFFSET COLOR GUIDE ON THE PRESS!



The many offset lithographers who have been keeping their pre-war IPI Offset Color Guide in the safe will welcome the news that a new color guide is now on the press.

Copies are not available yet, but they will be shortly, and we will be happy to fill the requests of hundreds of lithographers, many of whom wrote us they treasured the last guide for its beauty, utility, and convenience.

### READY NOW—NEW IPI PRESS-TESTED BLACKS

For years, the lithographic industry has searched for offset blacks which would produce full, deep tones, and lithograph sharply and cleanly on commonly used offset stocks under varying conditions.

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### PROCESS COLORS SHOWN ON ENAMEL & UNCOATED OFFSET PAPER STOCKS



The IPI Offset Process Colors Folder contains two convenient, loose specimen sheets — one showing IPI process inks on uncoated offset stock, the other, on enamel stock. Each sheet contains a color chart showing widest range of colors obtainable in mixtures. Write for a free copy.





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PHOTO BY *Milton Berger*

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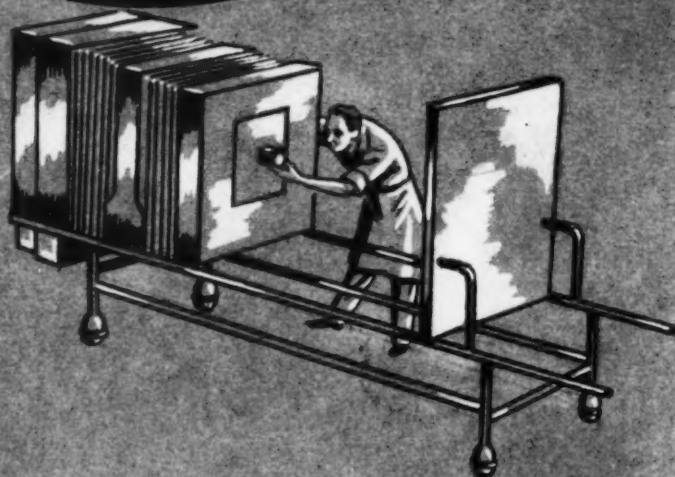
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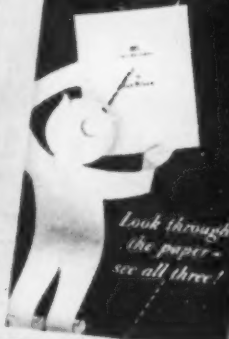
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your letter



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MAKES  
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**I**T'S the cotton fibers from which the paper's made. Those long, strong fibers make the paper that best serves modern business and professional men for their stationery and their records.

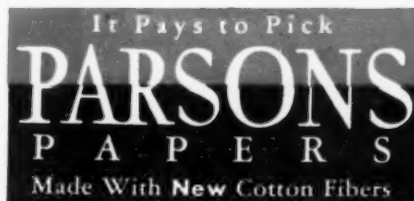
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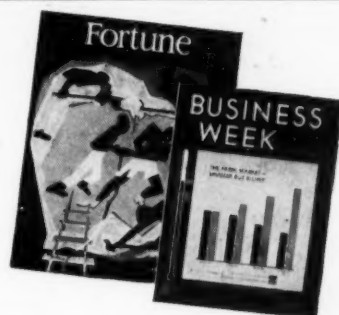
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## King Cotton Returns From Trip to Old Home

Holyoke, Massachusetts:— King Cotton, the symbol of quality in fine papers, who recently returned from an extended trip throughout the South, reports that even many of the producers of fine cotton fibers don't realize the extent to which their output helps American business executives in all fields. Since it is his mission in life to spread the story of business papers made with new cotton fiber, he had a particularly enjoyable visit making his time-honored pitch.

"Nothing else so arouses my enthusiasm," His Majesty admitted, "as the opportunity to tell once again why stationery and record-keeping papers made with new cotton fibers do so much better a job for their users. It's easy to demonstrate that a letter on quality paper makes a better impression and gets a better reception than one on flimsy, ordinary paper. Just as I'd look like a faker with a brass crown instead of a gold one, any business that wants to make the best possible impression with its letters should use only stationery made with new cotton fibers."

King Cotton's personal appearances are under the sponsorship of PARSONS in two magazines read by half a million of America's leading business executives and professional men. These publications are *Fortune* and *Business Week*.



*These are the magazines, read by America's half million most important buyers of paper for modern business, in which King Cotton appears in PARSONS advertisements.*

In addition to advertising cotton fiber papers for stationery to this wide audience, a special campaign is being conducted in a special group of magazines reaching bankers, accountants and credit men. These groups of men buy record-keeping papers in large volume. The magazines they read are *Banking*, *Burroughs Clearing House*, *Bankers Monthly*, *Journal of Accountancy* and *Credit & Financial Management*. So of course it is in those publications that PARSONS advertising appears.

King Cotton's many trips throughout the continent have convinced him that this advertising really is fulfilling its purposes. It helps printers and paper salesmen convince buyers of business papers of the value to them of paper made with *new* cotton fibers, and that it pays to pick PARSONS.



# DRILL HOLES IN A FLASH

Spindles can be adjusted vertically while heads are in operation.

Drills last longer because they cannot wobble. A positive locking device holds drills absolutely tight.

Rigid iron table in fixed position, permitting smoother flow of work.

Back gauge is screw operated from front of drill for quick adjustment... rides in a V-slot to assure absolute squareness.

Waste box conveniently emptied from front of machine.

Built-in floodlight across front of machine gives illumination for setting heads and gauges... makes it easy to be accurate.

Open frame gives unlimited back depth.

Heads are quickly and easily adjustable from front of machine.

Easy-to-operate toe-tip treadle control brings the drills down to the work.



## GET YOUR COPY

Just off the press. Tells all you want to know about the Lawson Drill. Write, wire or phone today.

What a machine! What a money-maker! What a time and labor saver! With one simple operation, the Lawson Multiple Head Drilling Machine drills two or more holes in a 2" lift of paper in the blink of an eye! Users report 30% greater production. See all the above features—and more—in action at the Lawson showrooms. See for yourself and you will buy a Lawson.

Main Offices and Showrooms: 426 WEST 33rd STREET, NEW YORK 1, N. Y.

### EXCLUSIVE DISTRIBUTORS

HARRY W. BRINTNALL CO., INC. . . . Los Angeles, San Francisco, Seattle  
A. E. HEINSOHN PRINTING MACHINERY . . . . . Denver, Colo.  
TURNER PRINTING MACHINERY, INC. . . . . Cleveland, Chicago, Detroit  
SOUTHEASTERN PRINTERS SUPPLY CO. . . . . Atlanta, Ga.  
SOUTHWESTERN PRINTERS SUPPLY, INC. . . . . Dallas, Texas  
SEARS LIMITED . . . . . Toronto, Montreal, Winnipeg, Vancouver



**LAWSON PIONEERS IN BINDERY EQUIPMENT SINCE 1898**

# **THE PRICES of PRINTERS' ROLLERS**

**COMPOSITION • VULCANIZED OIL**

**RUBBER and PLASTIC**

**are being revised**

## **UPWARD**

**and will apply to all orders  
filled after the revision is completed**

**QUOTATIONS ON REQUEST**

**SAM'L BINGHAM'S SON MFG. CO.**

MANUFACTURERS OF

**PRINTERS' ROLLERS  
LITHO-OFFSET ROLLERS**

**THERE'S A FACTORY NEAR YOU:**

**ATLANTA 3  
CHICAGO 5  
CLEVELAND 14  
DALLAS 1**

**DES MOINES 2  
DETROIT 10  
HOUSTON 6  
INDIANAPOLIS 2**

**KALAMAZOO 12  
KANSAS CITY 6  
MINNEAPOLIS 15  
NASHVILLE 3**

**OKLAHOMA CITY 6  
PITTSBURGH 3  
ST. LOUIS 2  
SPRINGFIELD, O.**

**1847-1947  
ONE HUNDRED YEARS OF ROLLER MAKING**

*It's New!*



## THE GODFREY PROTECTIVE PACKAGE

Developed after numerous tests, this new, remarkable, sturdy, compact Godfrey container with the exclusive center release, preserves and protects Aquatex and Dampabase . . . Prevents soiling from dust and inky hands . . . Offers more ease in handling . . . Permits more efficient storing . . . Perforated center piece of carton slides off allowing fabric to unroll with ease . . . And it's constructed to withstand rough use.



EASIER TO STORE



TRADE MARK REG.

A SIZE FOR  
EVERY PRESS

This container takes its important place alongside the Godfrey "Quick-On" tube—all developed to add efficiency and simplicity to plant operation. REMEMBER—there are more advantages with Aquatex and Dampabase.

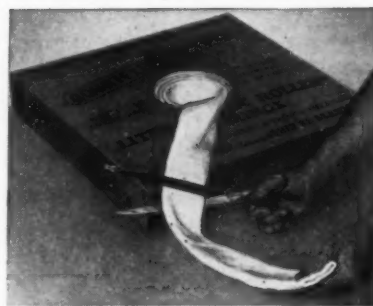
THEY'RE BETTER BECAUSE THEY'RE SEAMLESS

*Try Aquatex and Dampabase once and you'll use them always.*

## GODFREY ROLLER COMPANY

Roller Makers for 82 Years • WILLIAM P. SQUIBB, President

211-21 NORTH CAMAC STREET, PHILADELPHIA 7, PA.



CUT SIZE NEEDED  
REST REMAINS CLEAN

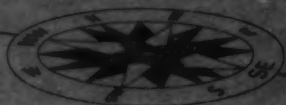




*Precision Papers  
of practical printability  
and impressiveness*

# NORTHWEST

## PEDIGREED PRINTING PAPERS



*Always make good printing better*

THE NORTHWEST PAPER COMPANY • CLOQUET, MINNESOTA

SELLING and salesmanship may soon again be quite the fashion. With the Nation geared to top peacetime production, a "buyer's" market is not too far around the corner. Already, salesminded folk are honing up the tools of competition. Alert marketers, wise in the battle for business, appreciate fully the keen edge of Advertising-Printing.

In the procedure, Paper's usual function can be extended, because when Northwest Pedigreed Papers are used, there's an added something given to printed presentations, and that "something" makes for greater Results.

## THE NORTHWEST PAPER COMPANY



*Cloquet, Minnesota*

MINNEAPOLIS 2 - FOSHAY TOWER • CHICAGO 6 - 20 N. WACKER DRIVE

SAN FRANCISCO 8 - 391 SUTTER ST. • ST. LOUIS 3 - SHELL BUILDING

## *Printing Papers*

NORTHWEST BOND  
NORTHWEST LEDGER  
NORTHWEST Mimeo BOND  
NORTHWEST OFFSET  
NORTHWEST INDEX BRISTOL  
NORTHWEST POST CARD  
KLO-KAY BOOK  
KLO-KAY LABEL  
MOUNTIE BOOK  
MOUNTIE OFFSET  
CARLTON BOND  
CARLTON LEDGER  
CARLTON MIMEOGRAPH  
CARLTON DUPLICATOR  
NORTH STAR WRITING  
POSTER

## *Envelope Papers*

NORTEX WHITE  
NORTEX BUFF  
NORTEX GRAY  
MOUNTIE  
CARLTON

## *Converting Papers*

PAPETERIES  
DRAWING  
ADDING MACHINE  
REGISTER  
LINING  
GUMMING  
COATING RAW STOCK  
CUP PAPER

# 2 FINE CHEMICALS FOR BETTER PLATES

## • LITH-VILO

### Non-Poisoning PLATE ETCH

Containing a high percentage of pure gum arabic, LITH-VILO is incomparable as a final etch for zinc or aluminum plates. Its purple color enables platemakers to see when etching is completed. It's economical too. Add water or gum as desired and you can get two gallons of etch from one gallon of LITH-VILO.

		<i>West Coast</i>
Per gallon . . . . .	\$4.00	\$4.50
1/2 gallon . . . . .	2.25	2.50
1 quart . . . . .	1.25	1.50

## • LITH-KEM-KO

### ETCHING SALTS

(Formerly Dr. Zuber's)

Another non-poisoning plate etch for zinc or aluminum. Dissolves quickly and it prepares the plate in 30 seconds. It's equally suitable for making a combination etch and gum — is often used as a fountain solution base. It's economical and a mighty handy chemical to have in any plateroom.

1 pound . . . . .	\$2.20
5 pounds, per pound . . . . .	2.15
10 pounds, per pound . . . . .	2.10

**LITHO CHEMICAL  
& SUPPLY CO., Inc.**  
63 PARK ROW, NEW YORK 7



A new catalog of LITH-KEM-KO Chemicals is now being prepared. Write now to reserve your copy.

Distributed nationally by: FUCHS & LANG Division, Sun Chemical Corporation; CALIFORNIA INK CO., Inc.; CANADA PRINTING INK CO., Ltd. and other important dealers from coast to coast.

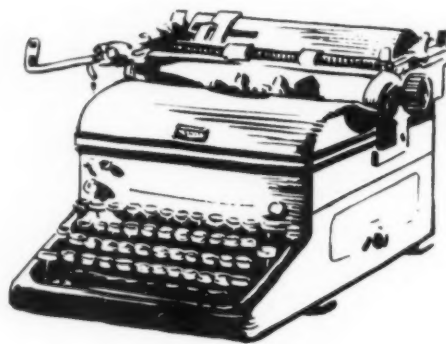




# *Both* are **WRITING INSTRUMENTS**

## **WHICH IS YOUR CHOICE for EFFICIENCY, SPEED and ECONOMY?**

When you select a supply source for your paper requirements, your decision should be equally easy . . . and important. Bulkley, Dunton's unexcelled service facilities, its leading mill connections, and long-accumulated experience are some of the many factors which influence wise paper buyers to turn to this alert, progressive organization with their purchasing problems.



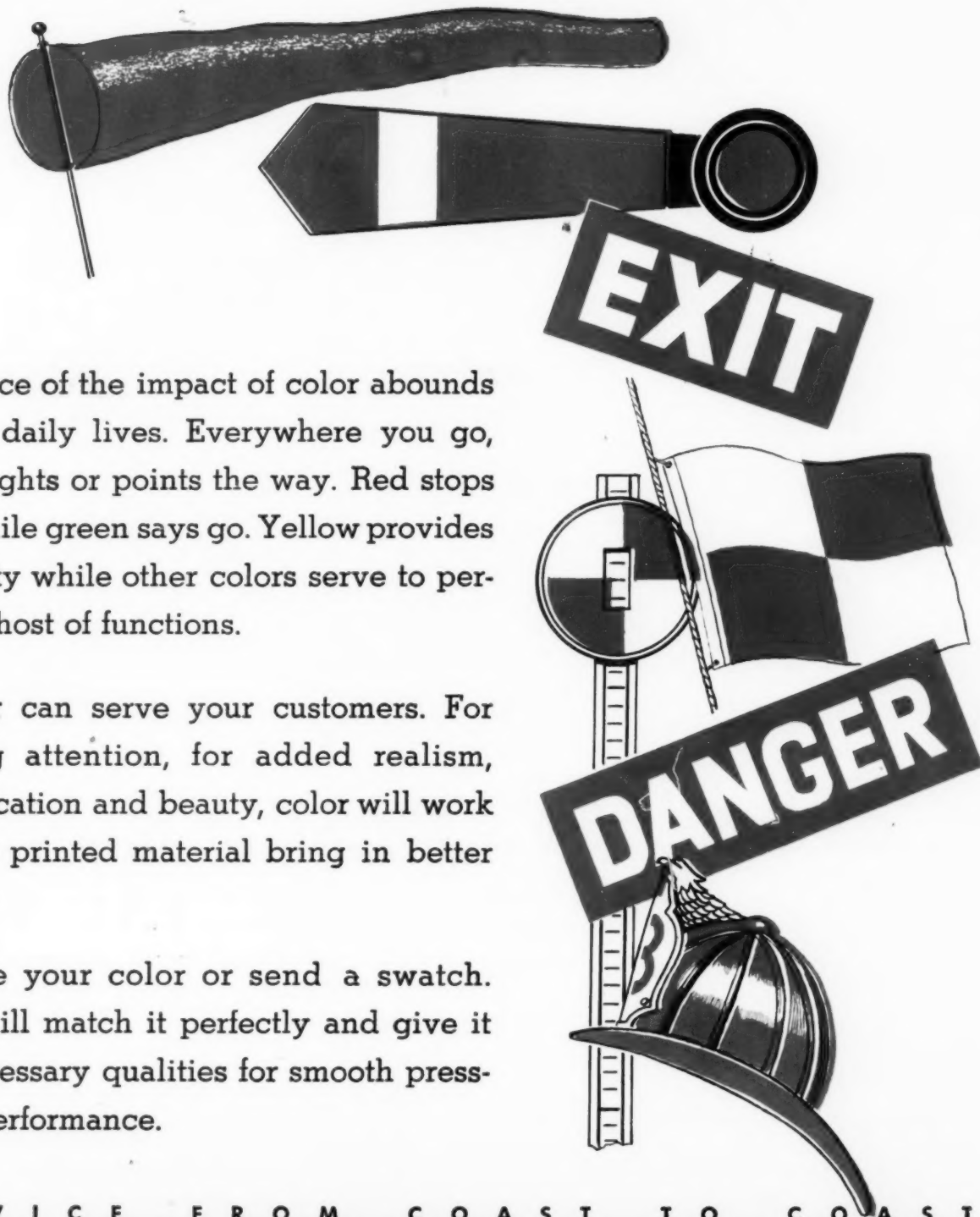
## **BULKLEY-DUNTON ORGANIZATION**

295 MADISON AVENUE, NEW YORK 17, N. Y.

In New England — **CARTER, RICE & CO. CORPORATION**

Offices and representatives in 59 cities in the United States, Latin America, Europe and the Far East.

# COLOR FUNCTIONS



Evidence of the impact of color abounds in our daily lives. Everywhere you go, color lights or points the way. Red stops you, while green says go. Yellow provides visibility while other colors serve to perform a host of functions.

Color can serve your customers. For snaring attention, for added realism, identification and beauty, color will work to help printed material bring in better results.

Name your color or send a swatch. S&V will match it perfectly and give it the necessary qualities for smooth press-room performance.

S E R V I C E F R O M C O A S T T O C O A S T

## Sinclair and Valentine Co.

MAIN OFFICE AND FACTORY: 611 WEST 129th STREET, NEW YORK 27, N. Y.

ALBANY  
BALTIMORE  
BIRMINGHAM

BOSTON  
CHARLOTTE  
CHICAGO

CLEVELAND  
DALLAS  
DAYTON

DETROIT  
HAVANA  
JACKSONVILLE

KALAMAZOO  
KANSAS CITY  
LOS ANGELES

MANILA  
MEXICO CITY  
MIAMI

NASHVILLE  
NEW HAVEN  
NEW ORLEANS

PHILADELPHIA  
SAN FRANCISCO  
SEATTLE



## A Feather for a Warrior of Business

● Great are the rewards, both honorary and monetary, that befall the sponsor of effective sales messages.

The printer who uses Chillicothe Offset Paper gets away to a flying start on a press run that can reflect credit on his customer's business and his own good taste. Chillicothe Offset tells a story of quality with a tone of conviction.

Most pressmen say that Chillicothe's close control over the moisture content of this Offset stock permits them to run it without hanging. Never a worry about shrink, stretch, curl, or lint.

Cross-breeding enamel and offset advantages gave birth to the truly aristocratic stock of Chillicothe Offset.

*Maker of a distinctive line of fine papers for many uses, including such distinguished stocks as*

**LOGAN AND ADENA OFFSET AND BOOK**

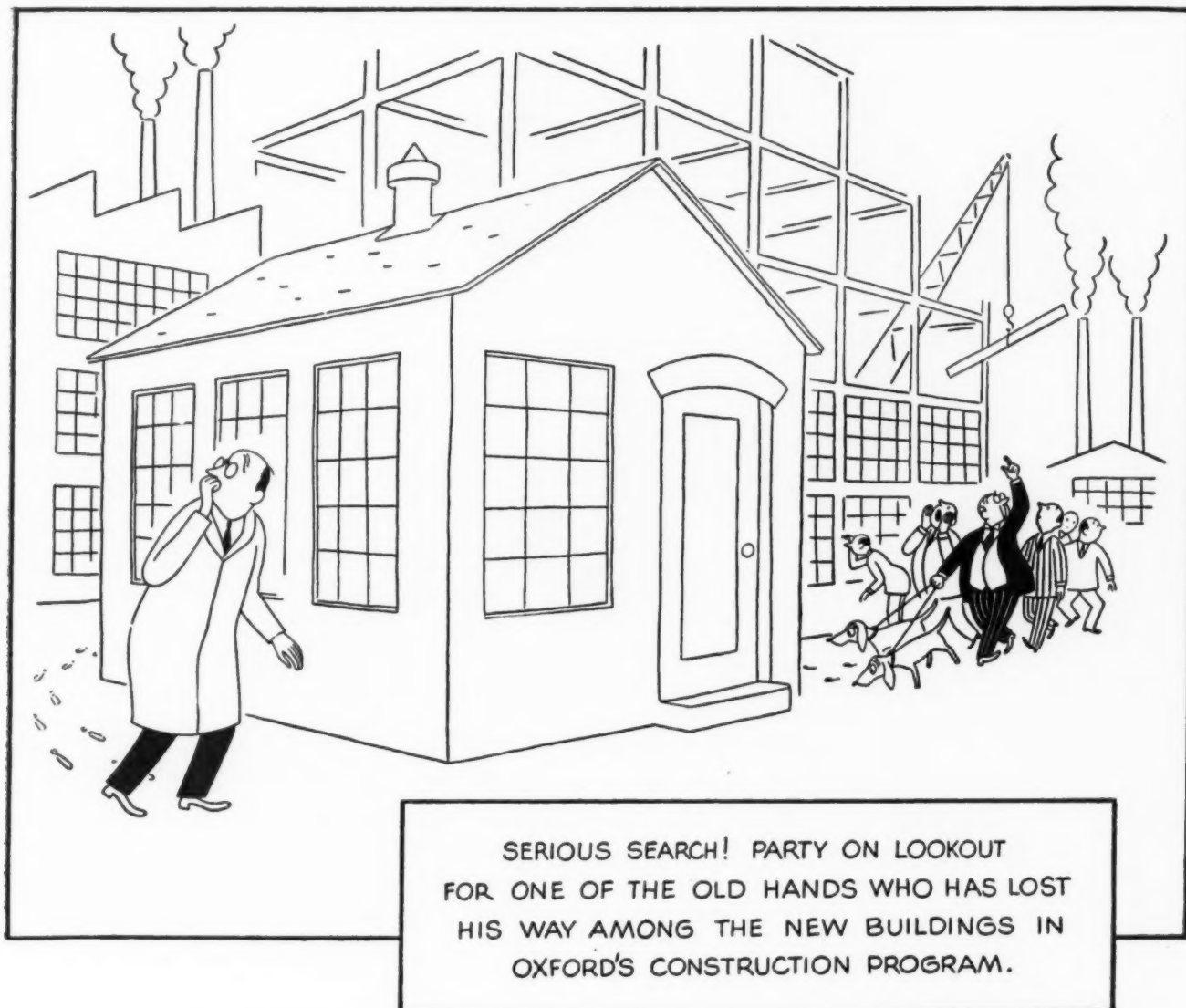
**CHAMOIS TEXT • CHILLTINTS**

**GREETING CARD PAPETERIES**

*—ask us about them*

*"Chillicothe Papers*  *make the best impression"*  
**THE CHILlicothe PAPER CO.**  
 CHILlicothe, OHIO





**T**HE construction program at Oxford's mill in Rumford, Maine, is made up of new buildings and equipment as well as improvements to the present plant.

The program is dedicated to one aim — Oxford's never-ending search to surpass its own high standards in making paper.

A multi-storied building is almost completed to house additional operations and a new boiler and steam turbine are being added to assure an adequate supply of continuous power.

Elsewhere in the plant extensive modernization is going forward to complete a program which will cost many millions of dollars.

These additions and improvements which will further advance the quality and production of Oxford papers are matched by the skill of Oxford's craftsmen, over 600 of whom have had 20 or more years' experience in the plant.

Add to this Oxford's complete control of all facilities from wood

to the finished paper, and you have the answer to why we can set high standards of quality and maintain them year after year.

We suggest you call in the Oxford man next time you have a job in which quality counts. You'll find Oxford merchants in principal cities coast to coast.



*Included in Oxford's line of quality printing and label papers are: Polar Superfine Enamel, Maineflex Enamel Offset, Maineflex C1S Litho, Mainefold Enamel, White Seal Enamel, Engravatone Coated, Carfax English Finish, Super and Antique, Aquaset Offset and Duplex Label.*

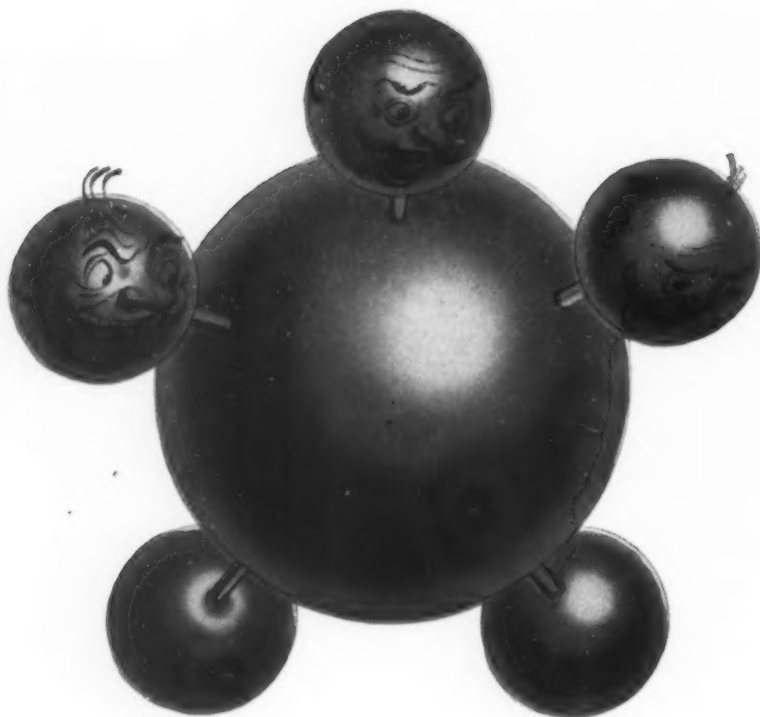
## OXFORD PAPER COMPANY

230 PARK AVENUE, NEW YORK 17, N. Y.

*MILLS at Rumford, Maine and West Carrollton, Ohio*

*WESTERN SALES OFFICE: 35 East Wacker Drive, Chicago 1, Ill.*

*DISTRIBUTORS in 48 Key Cities*



## What d'ya know . . . a talking Methoxyl!

"I'm thirsty!" is what a Methoxyl would say if he could stick his head over the edge of your water pan and talk. A Methoxyl is a simple fellow with only one desire in life.

"I'm the hard-drinking atom chain in every molecule of Harris Hydrogum. I make Hydrogum the fastest dissolving, most efficient gum for etches.

"Because I'll hold on to every bit of water," says Methoxyl, "Hydrogum allows the pressman to carry less dampening solution and reduce the tendency to roller stripping.

"Holding that water will protect your plates on the press during short press stops without washouts!

"When a Hydrogum plate is dry, I'm parched. That's why Hydrogum plates are more receptive to water, easier to wash out and less likely to be gum blind or develop scum."

But you're not listening to a talking Methoxyl unless you're using Harris Hydrogum. Only Hydrogum has the very efficient Methoxyls . . . millions of them.

### *Have you seen "Harris Impressions"?*

A recent copy of "Harris Impressions" tells the rest of the story about Hydrogum. Cameramen, platemakers and pressmen enjoy this interesting bimonthly bulletin of shop hints, articles and news. Your nearest dealer will be glad to put your name on the mailing list. Call him today. It's free.

# Harris Litho-chemicals

HARRIS-SEYBOLD COMPANY • CHEMICAL DIVISION • CLEVELAND 5, OHIO

*Order Harris Hydrogum from your nearest dealer*

AKRON . . . . . Metzger Supply Company  
ATLANTA . . . . . Harris-Seybold Company  
BALTIMORE . . . . . Sinclair & Valentine Company  
BOSTON . . . . . Roberts & Porter, Inc.  
CHICAGO . . . . . Roberts & Porter, Inc.  
CINCINNATI . . . . . McKinley Litho Supply Co.  
DENVER . . . . . A. E. Heinson

DALLAS . . . . . Harris-Seybold Company  
DETROIT . . . . . Roberts & Porter, Inc.  
LOS ANGELES . . . . . California Ink Company  
MONTREAL . . . . . W. E. Booth Company  
NEW YORK CITY . . . . . Roberts & Porter, Inc.  
PORTLAND . . . . . California Ink Company  
SAN FRANCISCO . . . . . California Ink Company

SALT LAKE CITY . . . . . California Ink Company  
SEATTLE . . . . . California Ink Company  
TORONTO . . . . . W. E. Booth Company  
VANCOUVER . . . . . Dominion Printing Ink  
   & Color Company, Ltd.  
WASHINGTON, D. C. . . . . Phototechnical Lab



Solve **4** of Your Christmas Problems  
in **4** minutes

A dozen times a year MODERN LITHOGRAPHY will remind your friends, employees or clients of your thoughtfulness and at the same time provide them with useful trade information.

A personal letter announcing your gift subscription will be sent to each if you desire. Just follow the instructions at the right.

(THIS OFFER GOOD IN U.S. ONLY)

Clip the appropriate coupon below. Fill out names and addresses of your friends. Mail to Modern Lithography, 254 W. 31 St., New York 1, N. Y.

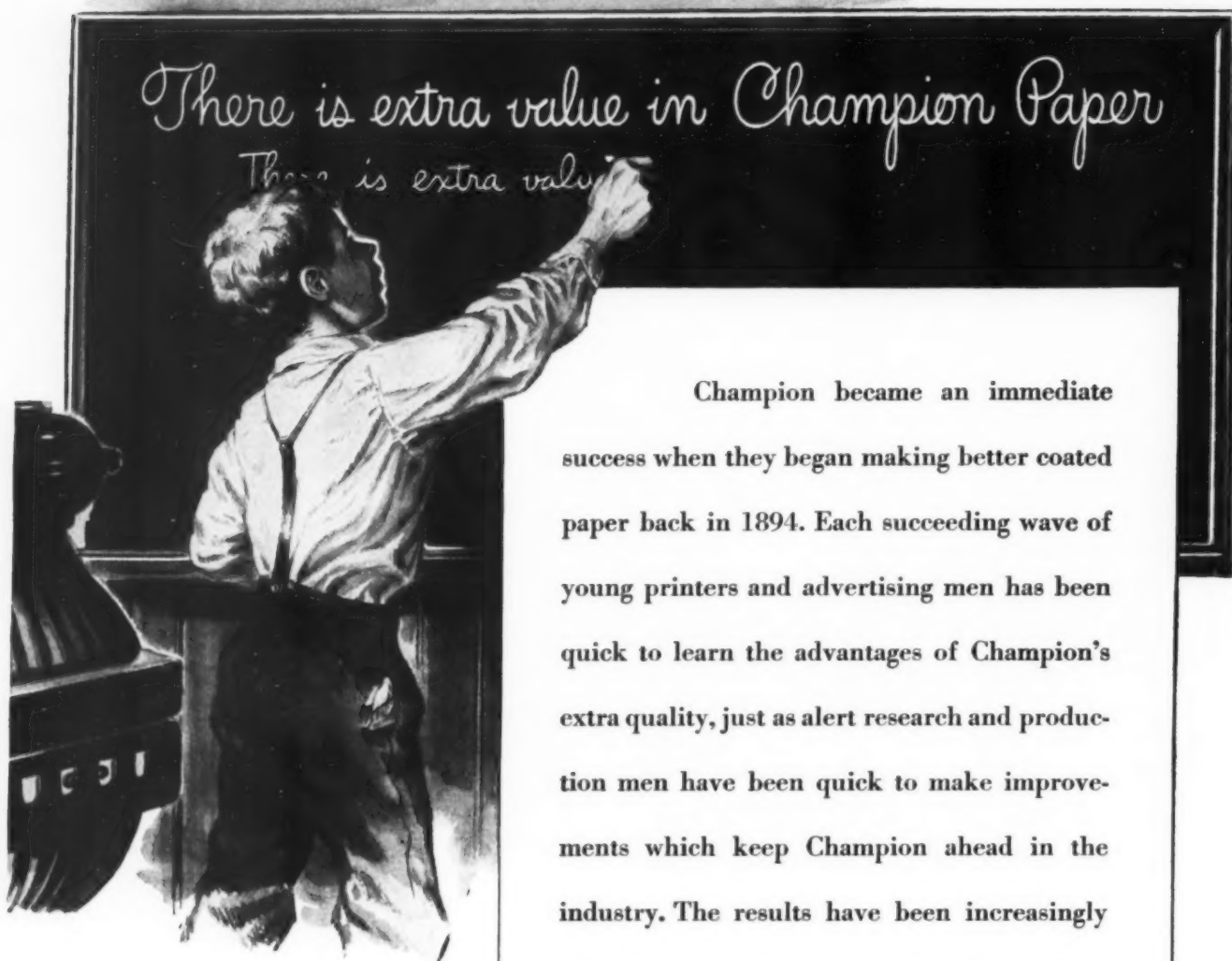
Send MODERN LITHOGRAPHY as follows:

Send announcement ☐  
Do not send announcement ☐

<b>1</b> <b>YEAR</b> <b>\$3.00</b>	NAME _____ ADDRESS _____ CITY _____ STATE _____
<b>2</b> <b>YEARS</b> <b>\$5.00</b>	NAME _____ ADDRESS _____ CITY _____ STATE _____
Special Group Offer	NAME _____ ADDRESS _____ CITY _____ STATE _____
<b>4 OR</b> <b>MORE</b> <b>1 YEAR</b> <b>@</b> <b>\$1.50</b> <b>EACH</b>	NAME _____ ADDRESS _____ CITY _____ STATE _____
Use Separate Sheet to add more names	NAME _____ ADDRESS _____ CITY _____ STATE _____
<b>SENDER</b>	NAME _____ ADDRESS _____ CITY _____ STATE _____ <input type="checkbox"/> \$ _____ Enclosed <input type="checkbox"/> Send Invo



**LEARN THIS EARLY AND LEARN IT WELL:**



Champion became an immediate success when they began making better coated paper back in 1894. Each succeeding wave of young printers and advertising men has been quick to learn the advantages of Champion's extra quality, just as alert research and production men have been quick to make improvements which keep Champion ahead in the industry. The results have been increasingly satisfactory pressroom performance, finer printing and more productive sales material. The Champion line is complete for letterpress and offset printing. The extent of its quality and variety is a good thing to remember well.

THE *Champion Paper* AND FIBRE COMPANY . . . HAMILTON, OHIO



District Sales Offices

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ST. LOUIS • CINCINNATI • ATLANTA • SAN FRANCISCO



## EDITORIALS

**T**HE fact that the main points of the Labor-Relations Act of 1947 (The Taft-Hartley Act) are approved by the majority of workers, *once they find out what the points are*, has been well established by several independent polls of opinion. Taken point by point, after clearing away the smoke and shouting, the law seems to make an honest effort to balance up the interests of union members, business management and the general public.

The problem for management, of course, is to work out a method of getting the main points of the law across to the men in the shop in non-legal, clear and brief language. Nobody, management or labor, wants to read the law, and few would understand it if they did. So it needs translating to simple, everyday terms.

The Timken Roller Bearing Co., Canton, Ohio, has come up with one of the best methods we've seen so far of meeting the problem. The company recently started an 11 week advertising campaign with insertions appearing weekly in newspapers in the cities where its plants are located.

The material for the advertisements is taken from a survey on the pros and cons of the new law by Opinion Research Corp., which was reported in *Look* magazine. One advertisement says, for instance: "If you were in Congress would you be for or against a law to do the following? A law to give the company the right to sue the union if the union breaks its contract? Here is how a majority of workers feel.

### *All Employees    Union Members*

For the law	77%	70%
Against the law	13%	20%
No opinion	10%	10%

This is one of the ten main provisions of the Taft-Hartley bill."

Another advertisement asks the questions on "A law to require unions to make reports of the money they take in and what they spend it for." Employees in general were for this by 86% while union members were for it 85%.

The point is, here is a company that has applied intelligent handling of the problem. Other companies may be developing other means which will be equally good.

The Timken series has been reproduced as posters for bulletin boards, and copies are available from the company to anyone who wants them.

**A**FTER five years of hopeless straining to catch up with demand, paper mills recently succeeded in making a slight dent in the huge backlog of orders. A recent report of the Department of Commerce showed that orders placed for book paper during a three month period were consistently lower than production in the same period. However, a slight leveling off of production was shown for July and August and production is again below demand.

While pulp is still short, the report comments, "It would appear that most mills can obtain sufficient wood pulp to enable them to maintain operations if they are willing to pay the price." With mills forced to "pay the price" for pulp, there would seem to be scant hope of paper prices declining in the visible future. And this is what paper men tell us, too.

The Commerce report says that in spite of the high level of operations by the mills, the output of book and fine papers is below demand. This applies particularly to the cheaper, utility grades, which the mills continue to distribute on an allocation basis. Double-coated book enamels, English-finish, bond paper, index bristols are other grades in short supply. On the other hand, high grade rag content bond papers are reported easier to obtain and wholesalers are reported able to build up inventories in this class of fine paper.

Book paper manufacturers report that the demand for their product continues strong, and they do not anticipate any marked decline in the immediate future. They say many industries have not yet begun to advertise in volume, and with increased advertising will come increased demand for their papers.

If this premise is true, it will mean continued shortages of paper, but on the other hand, it indicates continued high demand for lithography.



# NAPL Elects Registration Tops 1

Left: Harry E. Brinkman  
and Charles E. Mallet

See Convention Sidelights, page 67,  
and What's New at Convention, page 53.

**C**HARLES E. Mallet of Rand Avery-Gordon Taylor, Inc., Boston, was elected president of the National Association of Photo-Lithographers October 23, to succeed Harry E. Brinkman, Cincinnati Lithographing Co. who served in the office for four years. Mr. Mallet was chosen to head the association after serving as vice-president, and he was succeeded in that post by George C. Fetter, Jr., Fetter Printing Co., Louisville, Ky. Penn R. Watson, Wm. J. Keller, Inc., Buffalo, was re-elected treasurer. Walter E. Soderstrom continues as executive secretary, and William J. Stevens, as secretary.

The NAPL election was a feature of the 15th annual convention and exhibition held at the Book-Cadillac Hotel, Detroit, October 22-25. The registration reached 1100, including Saturday's Litho Club forum. The four-day program included an address on current labor problems by Congressman Fred A. Hartley, Jr., co-sponsor of the Labor-Management Relations Act of 1947 (Taft-Hartley Act), who spoke before a capacity crowd in the convention's climax.

The exhibition of equipment and supplies this year was the largest on record for the NAPL conventions

and included a wide range of products shown by over 40 companies. Products which were shown for the first time at this exhibit are discussed in an accompanying article. The exhibits were crowded during most of the convention period. Interviews with exhibitors indicated that the time required for deliveries of the heavier equipment is still the chief problem in the field, while conditions are nearer normal in the line of inks, supplies, etc.

The first three days were devoted to regular convention sessions with a series of speakers on subjects covering such topics as lithographic labor under the new labor law, cost accounting in lithography, training and compensating salesmen, short-cut methods of correcting Kodachromes, training apprentices, and discussions of equipment. Most speakers were drawn directly from the ranks of lithographing companies.

The final day, Saturday, as in past conventions, was turned over to the Litho Clubs for a forum discussion of technical problems. William J. Stevens, president of the National Association of Litho Clubs, opened the session with an address on The Value of Litho Clubs. Chairmen of the discussions following were Fred L. Siggins, Siggins & King Co., first

president of the Detroit Litho Club, and Thomas Munce, Safran Printing Co., newly elected Detroit president.

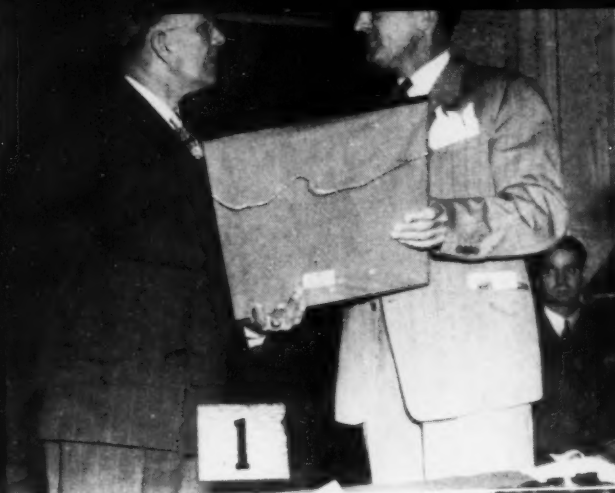
Four surprise events interspersed in the program brought honors to four individuals. The first was to E. H. Wadewitz, president of Western Printing & Lithograph Co., Racine, Wis., former president of the Lithographic Technical Foundation, who was presented with an engrossed resolution paying tribute to his contribution to the progress of the industry. The presentation was made on behalf of the NAPL by Mr. Brinkman. A similar resolution was presented by Mr. Brinkman for the Association, to Ernest E. Jones, head of the Graphic Arts Corp. of Ohio, Toledo.

A television set was presented to Mr. Brinkman by Paul A. Heideke on behalf of the NAPL. It was to honor the retiring president for his record in leading the association through the war years and in postwar expansion to a membership of over 300 firms. Mr. Soderstrom later was presented with a cash gift at the annual banquet, as a token of appreciation of his leadership of the organization. Close friends of the executive secretary contributed to this gift of \$1500 designated for his two daughters aged 7 and 11.



# Mallet

1100



1. Ernest E. Jones (left) receives honor as top craftsman from NAPL president Brinkman. 2. W. D. Molitor, Edward Stern & Co., Phila., and Kurt Pruetz, Wetzel Bros. Ptg. Co., Milwaukee.



3. Mr. Brinkman and E. H. Wadewitz, head of Western Printing & Litho after latter was honored by NAPL resolution. 4. Congressman Fred A. Hartley, Jr. addresses convention. 5. NAPL Exec. Secy. Walter E. Soderstrom, Arthur Eckert, Columbia Planograph, Washington, D.C., and NAPL treasurer Penn R. Watson.



6. Past president Paul Heideke, Washington (D.C.) Planograph, Mr. Brinkman and president-elect Charles E. Mallet. 7. William Falconer, Eastman Kodak, New York, chats with J. Tom Morgan, Jr., Commercial Printers, Inc., Columbus, Ga.



8. Paul W. Dorst, LTF; Robert Russell, Army Engineer Bd., Ft. Belvoir, Va.; Lynn R. Wickland, Army Map Service, Washington; and J. R. Gunther, Geo. Schmitt & Co., Brooklyn. 9. LTF president, Leonard H. Knopf with G. W. Mathison, Michigan Litho, Grand Rapids, Mich.



Top, L. to R.—F. P. Peters, Vulcan Proofing Co.; Merle Schaff, Dando-Schaff Ptg. & Publ. Co., Phila.; Ray Blattenberger, Edward Stern & Co., Phila.; and Ted Broadston, Vulcan. Harry Peets, Turner Machinery, Detroit and Mr. Kiessling, Bock Machine Co., Cincinnati, watch Dave Schulkind, of E. P. Lawson show paper drill. Boston quartet, A. P. Reynolds, S. D. Warren Co.; Anthony Caliendo, Spaulding-Moss; Charles E. Mallet, Rand Avery-Gordon Taylor; and

Curt Reed, IPI. Second row, L. to R.—Paul Heideke, Washington (D. C.) Planograph; Arthur Wetzel, Wetzel Bros. Ptg., Milwaukee; George Mallonee, G. A. Assn. of Washington; and Mr. Brinkman. Lee and Bernard Rosenstadt with Walter Horn, Horn & Norris, Cleveland. G. B. I. Miller, Engineer Bd., Ft. Belvoir, Va.; and Mr. and Mrs. John Laverine, the latter president of the Washington Litho Club. Jack Tisne, Schlegel Litho, New York, talks with William Winship, Brett

Litho, N. Y. Third row, L. to R.—Charles Seaman, Navy Hydrographic; O. C. Holland, IPI, New York; and Herbert P. Paschel, N. Y. consultant. Sol Berg, J. H. & G. B. Siebold, N. Y. Julian B. Heron, Natl. Plate Grainers, Washington, D. C.; Mr. & Mrs. Al Tucker, Sauls Litho, Washington, and Wayne E. Dorland, Modern Lithography. Frank Garrett, DuPont, N. Y., T. Ed Dillon, Zeese, Wilkinson, Dillon Co., N. Y. and I. Steve Esteban, Litho Service Co., N. Y.

About 620 persons crowded the grand ballroom for the annual banquet on the final evening, and a program of varied entertainment was presented. Music and dancing continued until a late hour.

Following are brief summaries of the addresses and papers given before the convention. (Some of these appear in fuller form elsewhere in this issue, and others will be published in later issues.)

#### Opening Session

Following an invocation by Raymond Blattenberger, Edward Stern

& Co., Philadelphia, a welcome to Detroit was extended by Thomas P. Henry, Jr., president of the Graphic Arts Association of Michigan. Mr. Henry referred to problems which are common to lithographers and printers, and mentioned especially the efforts of the International Typographical Union to "Break down the entire collective bargaining set-up of the industry." This could mean higher prices which lithographers pay for typography, he asserted.

#### New Products

Harold Finkle, vice-president of

Electronic Mechanical Products Co., Atlantic City, N. J., described a new proportional scale and a light integrating device, both of which are manufactured by the firm. Albert R. Bourges, president of Bourges, Inc., New York, with the subject "Bringing Color Into the Picture" described lithographic applications of his firm's line of color transparent sheets. His daughter, Mrs. Jean Bourges Mayfield, handled much of the presentation. Ira Hoffman and Howard Gleason, Eastman Kodak Co., presented the new Kodak Magenta





Top row, L. to R.—Harry Wenz, Graphic Arts Corp., Toledo, with Howard Gleason, Eastman Kodak, a convention speaker. Michael Bruno, George Jorgenson and Jack White, all of LTF, Chicago. William J. Stevens, president of Natl. Assn. of Litho Clubs is greeted by Fred Siggins, Detroit club's first president. Second row, L. to R.—Ted Klaiss, Kodak,

George Hammer, Forbes Litho, Boston; S. G. Hall of Kodak; and James S. Merson of Niagara Litho, Buffalo. Robert Babinger, Paul A. Ornstein (in rear), and William Weinstein, all of D'Arcy Ptg. & Litho, N. Y., on steps of Detroit. T. O. MacKenzie, Photopress, Inc., Chicago with D. C. Donaldson of Kodak Co. Lower row, L. to R.—Bob Brink,

Kodak; Jack F. Moore, National Litho, Detroit; and S. G. Hall of Kodak. Dr. Anthony George, Rudy G. Gajdoes, and O. G. Fricke, all of Sinclair & Valentine. Howard F. Wollanger, Todd Co., Rochester; Walter E. Soderstrom, executive secretary of NAPL; and John McMasters of Kodak Co.

Masking Method and the Kodak Fine Line Process. (All of these products and processes are discussed in an accompanying article.)

#### Protecting Your Investment

Arthur Marks, vice-president of Schiff Terhune Co., New York, called attention to many aspects of insurance protection in lithographic operations which he said are often overlooked. He distributed copies of a check list covering these points, and urged that insurance dealings should be carried on through an established broker or agent. (Mr. Mark's remarks will be carried more fully in a future issue.)

#### Labor Relations

The belief that it is a sound idea for the Amalgamated Lithographers of America to drive for a 36¼ hour week in cities having longer hours, was expressed by Daniel Arvan, counsel for the Metropolitan Lithographers Association (New York area), as he addressed a capacity crowd at the Thursday convention session. Mr. Arvan, although he expressed bitter opposition to the idea of the shorter work week, said that the longer week in some places discriminates against those cities which are saddled with the shorter week. The pattern of the shorter week is now well-known in

the industry, he said, and warned that weeks of 35, 30 and 25 hours for first, second and third shifts, are now written into the Amalgamated constitution. More holidays and longer vacations are included in the union's trend toward more money for less work.

In a detailed discussion, Mr. Arvan outlined the provisions of the Taft-Hartley law and its probable effects on lithographic labor contracts. As for pension and welfare (a modified form of which is now included in the New York union contract), he said their status would have to await a final authority.



As for jurisdictional disputes among the lithographic union and the letterpress unions, Mr. Arvan said that "another Foote & Davies case" will be required as all precedents under the Wagner Act are no longer considered as authoritative under the new law.

In a plant where one union is on strike he raised the question whether other unions in the same plant have the right to refuse to cross the picket lines. Under the new law, Mr. Arvan said, they can refuse if the first union's strike is legal. If such a strike is illegal, other unions have no right to observe the picket lines. As for the Amalgamated's refusal to handle positives, negatives, plates or other work produced by non-union men, Mr. Arvan said this refusal was not legal, but that the ALA probably would not give this up without a fight.

At the Amalgamated's recent convention the union decided to boycott the National Labor Relations Board by not filing the communist disclaimer, financial statements, etc., Mr. Arvan reported. The union will therefore have no standing before the NLRB, it was pointed out, and it will not be able to resort to the national court.

Contracts drawn up under the new law should not be based on any clauses which protect unfair labor practices, he said. In conclusion, Mr. Arvan urged that both labor and management seek firm ground for sound relationships in the future.

#### Photo-typesetting

A brief description of the Intertype "Fotosetter" was added to the program when Herman Freund, chief engineer of the Intertype Corp. spoke on the new machine. Still under wraps for testing, the machine is creating considerable interest in the trade. The device sets type direct from a keyboard to a negative or positive for lithographic platemaking, without involving any hot metal. It thus bypasses the pulling of proofs and the camera work now common in lithographic reproduction of type. The speed of the machine is comparable to the speed of those setting hot

#### Mallet Election Tops 26 Year Litho Career

A career of 26 years in the lithographic industry was crowned at the Detroit convention for Charles E. Mallet, when he was elected president of the National Association of Photo-Lithographers. In recent years, Mr. Mallet has been honored with the leadership in a number of industry enterprises, but to start at the beginning takes us back to about 1921 when he was hired by Eugene H. Gordon, of the firm which is now Rand Avery-Gordon Taylor, Inc. of Boston. He was soon given supervision over the "lithographic department" of the firm, which comprised a small press, a few stones, and some hand-transfer equipment.

Later he was authorized to build up the department, and it is now one of the leading lithographic operations in New England, and still growing. The plant today has several single- and two-color offset presses in the larger sizes, and is equipped with up-to-date camera and platemaking facilities. The offset division occupies the third story which was only recently added to the plant. This floor is air conditioned throughout, and careful control is exercised over the work. The production is devoted almost entirely to fine color reproduction, and an example is the series of color magazine inserts for the S. D. Warren Co., which appear in *Modern Lithography*, and some other magazines.

Mr. Mallet has been a director and an officer of the national association for several years. Locally, he has played an exceptional role in the success of the Boston program of training for lithographic apprentices, and his report on this activity appears elsewhere in this magazine. In addition he served as chairman in the organization of the new Boston Litho Club, and directed the organization's formative activities, before stepping into the background with the formal election of officers.

He is an exponent of boating and fishing, and has a summer place on Lake Winnepesaukee. At 46, Mr. Mallet remains an eligible bachelor.

metal type, Mr. Freund told *Modern Lithography*. The NAPL convention program was composed on the machine. (The machine was described in some detail in this magazine in October, and the first example of photo-typesetting to appear in any magazine accompanied the article.)

#### Labor from Inside NLRB

A slant on the new labor law by one who has seen it develop from a particularly advantageous position was given the convention by Gerard D. Reilly. He is a former member of the National Labor Relations Board and was a special counsel in the writing of the Taft-Hartley Law. The new law, he said, preserves the essentials of the Wagner Act, such as collective bargaining and the right to strike. The unfair labor practices are mostly unchanged. What union leaders really dislike about the new law are the provisions which make union leadership more responsible to the wishes of the rank and file union members, he asserted. The union shop provisions make it impossible for union leaders to maintain a black list, for instance, he said. He covered the main points of the law in simple terms, and said that the law brings obligations to labor commensurate with its growth. The law should promote industrial peace, but will do so indirectly, he said.

#### Added Value Through Research

The fact that his own firm, The Meyercord Co., Chicago, is spending more annually on research than the Lithographic Technical Foundation spends annually for the entire industry, was used by Leonard H. Knopf, to illustrate his belief in research. Mr. Knopf, who is president of the Foundation, told of specific instances in his company where research had improved methods and processes.

Before going into active work with the Foundation, Mr. Knopf said he had sought the answer to the question, "What has LTF developed for our industry?" Then he enumerated some of the achievements, including: advanced knowledge of offset papers; improved offset blankets; better methods of making press plates; tone and color reproduction improvements; and other improvements in chemical methods and processes.

Mr. Knopf pointed out that it isn't enough for the Foundation's findings merely to be published, but that their value begins only when they are read and applied in the shop. "No one in



George C. Fetter, Jr., Fetter Printing Co., Louisville, Ky., was elected vice-president of the NAPL.

the Foundation looks forward to replacing the skill of craftsmen," he said. "but we do look forward to replacing their guesswork."

#### Management Controls

Frank R. Somers, certified public accountant of Dayton, Ohio, who has specialized in lithographic management, recommended six actions which should be taken by lithographing firms. They are:

1. Employ a trained and experienced accountant. It takes just as long to train a good accountant as it does a compositor or pressman.
2. Install a uniform cost and accounting system.
3. After your accounting department has demonstrated its ability to determine historical costs, install a budget.
4. Determine, accurately, production standards for each center.
5. Have your books audited regularly by a certified public accountant.
6. Study and understand thoroughly the financial and cost statements and controls and standards which you create from them.

"Good accounting is the foundation on which management control is built and it is just as important to the small establishment as the large," Mr. Somers declared. He said that management controls were roughly grouped under three major headings,

the balance sheet and profit and loss statement; the manufacturing and cost statements; and the budgets and production standards. "The number of reports and who receives them will be determined by the size of the plant, but in my opinion the reports which I have discussed should be received each month by the top executive of every plant regardless of size," he continued. He said that big business relies completely on accounting control and never economizes in this department, but that small business is inclined to look upon these expenditures as an unnecessary overhead expense which should be reduced to a

minimum if not eliminated entirely. "The principal competitive advantage of big business is not its bigness, but it's knowledge obtained through these accounting controls. These same controls are yours for the asking. Don't let a mistaken and false idea of economy prevent your business from acquiring its normal growth in the business world," he concluded.

#### Building a Sales Force

W. D. Molitor, director of sales, Edward Stern & Co., Philadelphia lithographing and printing firm, discussed the training of lithographic

(Continued on Page 89)

### National Association of Photo-Lithographers 1776 Broadway, New York 19, N. Y.

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\*New directors elected October, 1947.

# training lithographic apprentices

*By Charles E. Mallet*

Manager Offset Division  
Rand Avery-Gordon Taylor, Inc.  
President, Natl. Assn. of Photo-Lithographers

 ONE of the major problems facing the lithographic industry at present is a shortage of skilled craftsmen. Day by day this shortage is becoming more acute. It is a condition which is threatening and impeding the healthy progress of our industry.

Several reasons can be given for this situation. During the past period of depression and the recent war, little or no attempt was made to train apprentices. In most cases, they could not be trained during the depression for economic reasons, nor could they be trained during the war period because of the great lack of manpower.

Lithography was given a great impetus during the war and has been given an even greater impetus since the war. Its popularity is growing. New plants are dotting the country with an ever-increasing demand for skilled craftsmen. Existing skilled personnel is therefore spread thinly. Equipment manufacturers are swamped with orders for new equipment to take care of the expansion, and each new machine installed requires personnel to operate it. The older men are dropping out. Age compels them to seek retirement. Young blood must be found — but where?

There is but one answer to this question, and it is Planned Training. The time for decision has come; the need is here. Furthermore, the opportunity is here if you in your own locality will participate in some sort of organized training.

Yes, I know many of you say that you are too busy and rushed to develop a training program. Too much red tape, too many rules and regulations, too many obstacles to combat. But, in spite of all these objections, now is the time to tackle this problem. Waiting will only increase your troubles.

Let's explore the possibilities of organizing a training program. There are three types of training programs that can be considered. First — the Organized School; second — In-Plant Training; and third — Cooperative Training. Each has its advantages.

I am not going to say very much about Number One, the Organized School. It is, of course, the ideal method of training, but because it requires the purchase or rental of suitable quarters, equipment, and a staff of full-time teachers, it requires a large lithographic center like New York or Chicago to support it.

Large and medium sized plants which are too far removed from or-

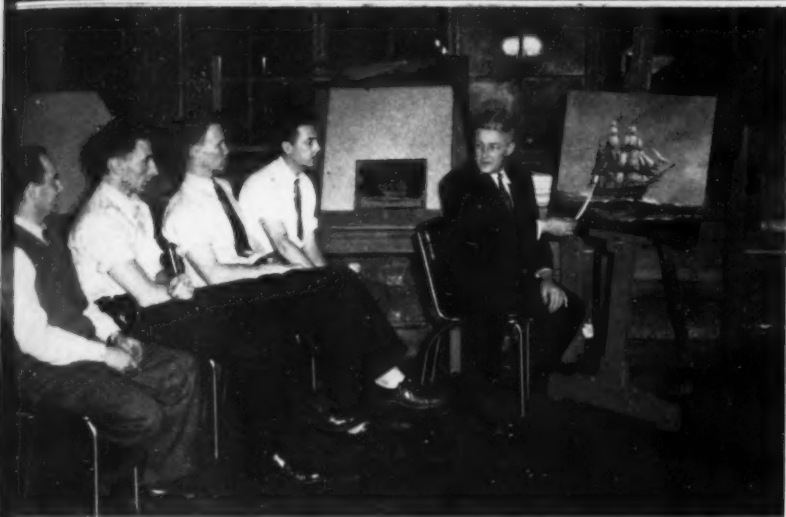
ganized schools should operate programs of In-Plant or Cooperative Training.

Under Number Two — the In-Plant Training program, employees can be taught by supervisors who have been selected to act as instructors. This results in a two-fold benefit. Trainees are inclined to work to make a good impression, and the instructor is in a position to size up his class to determine unusual aptitudes, skills or deficiencies. This is, of course, valuable information for the company to have for future reference in placing employees where they will be of greatest value to themselves and to the company.

Number Three — The Cooperative Plan of Training is a method devised for the group of plants having insufficient apprentices to form classes of economical size.

Briefly stated, the Cooperative Plan provides for all apprentices from several plants to attend classes held in one or more of the various plants. To illustrate; all the camera men would attend one class in one of the participating plants. The same would be true for strippers, pressmen, platemakers, etc. This plan, incidentally, is the one we are using in Boston with considerable success. I will outline it for you a little later.





Top, left: The opaquing class at the Spaulding-Moss Co. plant. Right: The platemaking class held in the same plant.

Lower, left: The dot etching class at the Rand Avery-Gordon Taylor plant. Right: One of the press classes. (At Rust Craft)

The greatest obstacle to the Co-operative Plan is lack of cooperation by plant operators. Any feeling of suspicion, selfishness, or secrecy certainly will not only cripple the program, but will ruin it eventually. This type of school must be organized and operated by a committee representing the group.

The question — "Does Training Pay?" can be answered in the affirmative, provided the program is operated on a practical basis. This means that the course of instruction should be so arranged that the increase in job efficiency among trainees is of first consideration.

The employer has an interest in the welfare of his personnel when he offers them a training program. Also a better understanding between management and employee improves morale. Training also dissolves the feeling that sometimes exists in the mind of the apprentice, that the journeymen are withholding knowledge to maintain superiority. Training also tends to keep the journeymen

on their toes in order to maintain their standing.

You are probably thinking of the cost involved in training. Employee training is expensive only on the face of it. When training is brought out into the open, as it is when planned and executed by one of the three training methods mentioned, every dollar appears on the books as such. It seems to be a considerable cost, but this is because it can now be seen in a lump expenditure and not camouflaged as in the past. The return value possibility far outweighs the expenditure when viewed in the light of higher standards of workmanship.

The average age of the journeyman lithographer is alarmingly high, and an even greater and more serious shortage of well trained lithographers will develop in the next few years if we do not take the necessary steps to meet this contingency. Expansion of the industry in Boston for instance, will more than absorb all the trained lithographers our school can produce. Is this foolish spending, then, or is it

business foresight and good planning?

#### The Boston Plan

I have made several references to our school in Boston. Let me tell you more about it. It is a Co-operative Plan of training. The cooperating groups are:

1. Thirteen Lithographic shops
2. The Division of Apprentice Training of the Massachusetts Department of Labor and Industries
3. The Veterans Administration
4. The Amalgamated Lithographers of America, Local #3

The group of lithographers is made up of closed shops, union shops and open shops of large, medium and small size. The organization and operation of this particular training program has proved to be a pioneering move that has attracted the attention of the lithographic trade throughout the country.

Blossoming from the informal chat stage, enthusiasm generated by its

(Continued on Page 97)

# PROFIT FROM PREPARATION

By Charles Baker

Sales Manager, Nelson Associates, Detroit\*



The Author

## PART I

AS active participants in the printing industry, the fifth largest industry in the United States, each of us has an enviable opportunity to succeed in the business world. This is especially true when we stop to consider that as lithographers, we are comparatively newcomers in the giant printing industry . . . yet our business has developed with such rapid strides in the last 25 years that it has already proved itself a worthy competitor of letterpress printing.

An examination of the records of the printing industry shows clearly the increasing popularity of the offset lithograph process. In 1917 the total value of lithograph printing produced in the United States stood at slightly less than fifty million dollars. By last year, this annual volume had increased to well over three hundred million dollars. That the future offers a potential far in excess of this amount, there is no question. As proof, we need only to remind you that in spite of the marvelous progress we have made, and are making, the total value of lithographic printing produced today is still only approximately one-fifth of that being produced by our older cousins, the letterpress printers.

Because we are part of a young and uninhibited branch of the printing industry let us plan constructively for the future. Let us build our organizations on such strong foundations that we will be able to capitalize to

the fullest extent on the tremendous potential that awaits us.

The subject of "Profit from Preparation," is one that we *should do something about*. It pertains to certain factors of a powerful selling potential which many of us are prone to overlook . . . the profits and the many other advantages to be derived from lithographic preparation.

I can think of no better way to approach this subject than to stop for a minute and briefly review the history of the letterpress printer. There is no reason why we should not profit from the mistakes he has made. In the early days of the printing industry the letterpress printer started out setting his own type . . . preparing his own artwork . . . making his own engravings . . . producing his own bindery work. Paper and ink were about his only outside purchases.

Manufacturing the complete job in his own plant gave him many benefits that the average letterpress printer does not enjoy today. Operating under one roof with one supervision enabled him to produce faster and cheaper. It gave him the closest possible control of quality and workmanship. And most important of all, it placed him in a position to make a fair profit on every phase of the printing job.

Then along came the age of specialization. The typesetter moved in and sold the letterpress printer on the

idea of taking over his typesetting problems. The photo-engraver and the bookbinder did likewise. They relieved him of his problems *plus* that portion of his facilities on which he was able to make a major share of his profits. From then on he went "outside" to buy a large part of each job that came into his plant.

About all that is left to the average letterpress printer today is the least profitable of all operations . . . the actual printing of the job. When I say *least profitable*, I mean just that! We all well know that in the printing business, our biggest profit is made on *labor and equipment producing within our own plants* . . . not from the revenue received on outside purchases.

The situation in which the letterpress printer finds himself today casts no reflection on the typesetters, the engravers or the bookbinders. Perhaps it was inevitable that the letterpress branch of the printing industry should develop this way! Perhaps it was not!

As things have developed, the average letterpress printer gets the benefit of only 25 percent of the productive elements of a job when he should benefit from 75 percent of that production.

If each and everyone of us will honestly strive to make our plants as self-contained as possible, we will benefit individually, and collectively, in three important ways.

(Continued on Page 93)

\* Before the National Association of Photo-Lithographers 15th Annual Convention, Detroit, October 22-25, 1947.

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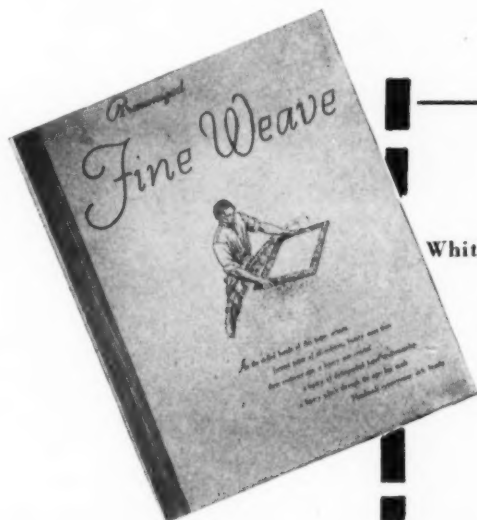
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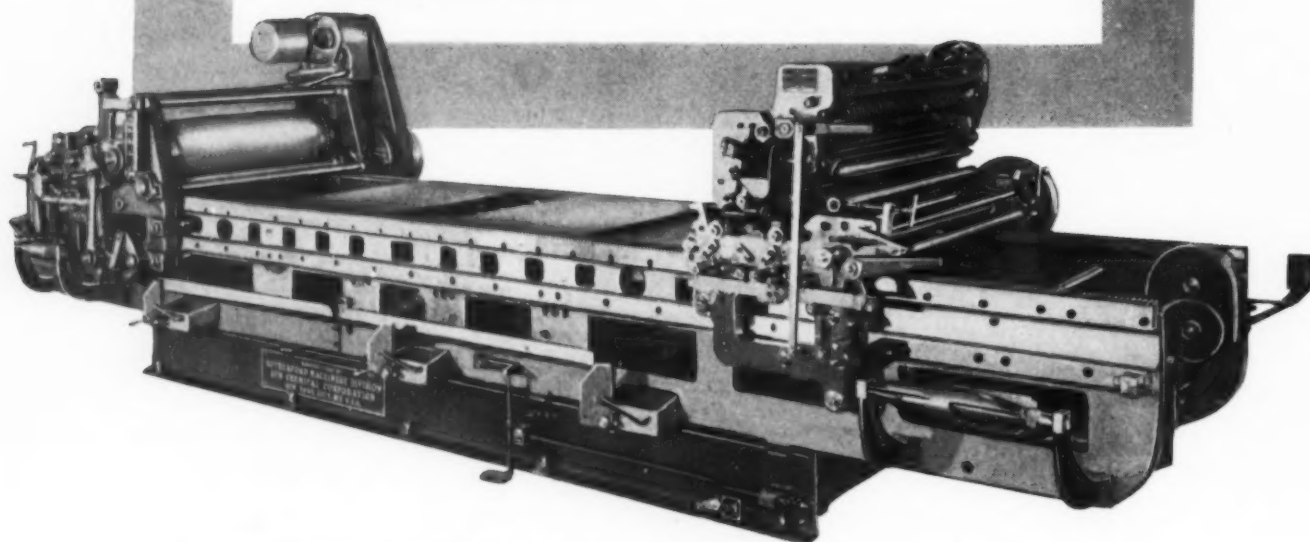
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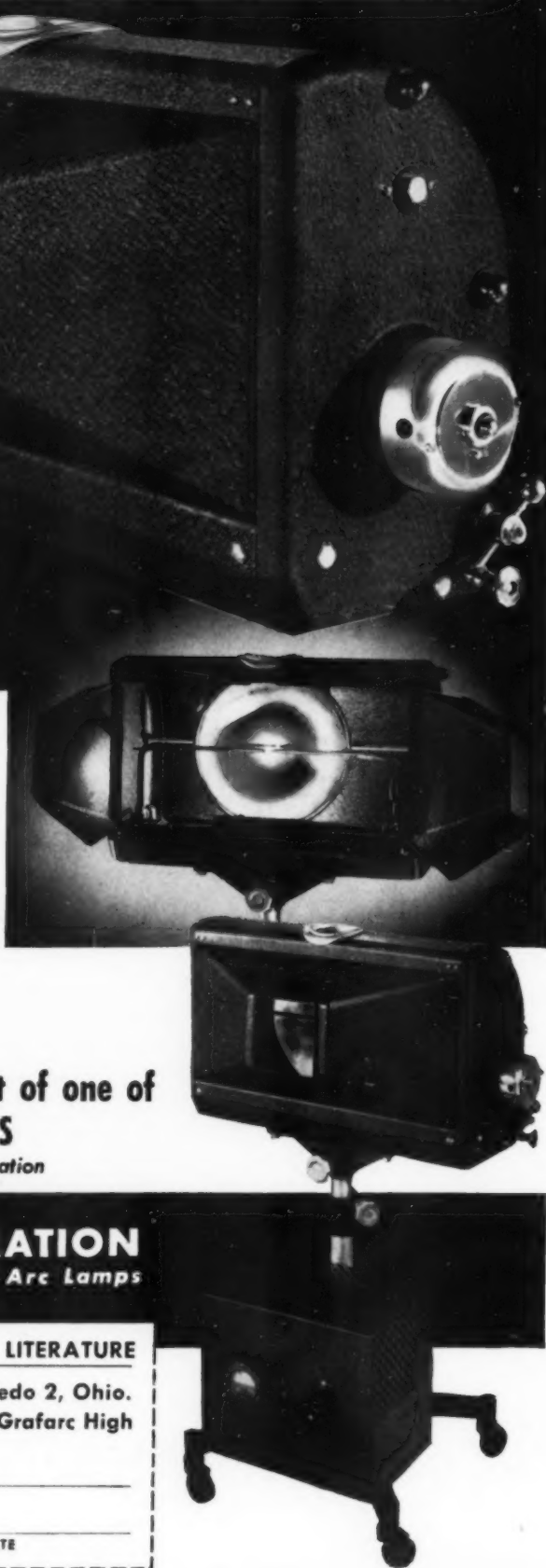
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# Yes, Mr. Hourigan Let them Come!!

THE REPLY-O-LETTER

THE REPLY-O PRODUCTS CO.  
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Yes, Mr. Hourigan,

You may invite any prospective buyers you wish to visit us and see the Lawson 39" in action.

They'll see how the Lawson whisks through 20# bond, index bristol, hard surfaced 8 point coated; soft, pulpy blotting stock.

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### TROMMER'S CAR CARDS

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Before car cards can put over their sales message successfully, they must first *get* and *hold* attention! When they are lithographed on Falpaco Coated Blanks, as were the two Trommer's car cards shown above, they start with a *three-way* advantage in this important phase of Eye Appeal, namely:

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## DAYCO FACT

**MILLED ONCE...**  
*then refined again*  
**IN SMALL BATCHES**  
*then tested...*

### MORE DAYCO FACTS that mean better quality printing at lower cost

1. Dayco Rollers are ground so accurately that a kiss touch is obtained with minimum adjustment.
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6. Dayco Roller compounds are multiple refined to secure a uniform, soft, smooth texture so essential to fine printing.

Ask about the Dayco **EXTRA**  
**CORE PLAN**

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Compounds for Dayco Rollers are not milled in the ordinary way. They undergo exclusive multiple refining in a special room where atmospheric conditions are scientifically controlled. Here, especially designed and built machinery produces Dayco Rollers absolutely uniform with the soft, smooth texture so essential to fine printing.

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# Dayton Rubber

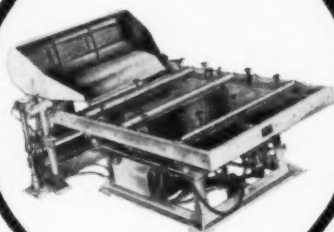
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**CHARLES F. NEU Johnson AND COMPANY**

**GOOD INKS SINCE 1804  
10th and Lombard Streets • Philadelphia, Pa.**

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BALTIMORE • KANSAS CITY • PITTSBURGH • ATLANTA • DALLAS**

# NEW PRODUCTS, PROCESSES

SHOWN AT THE NAPL CONVENTION

*By Herbert P. Paschel*

**N**UMEROUS new processes, supplies and items of equipment were included among the many exhibits at the convention of the National Association of Photo-Lithographers, October 22-25, at the Book-Cadillac Hotel, Detroit. While it is impossible to discuss everything shown at the exhibits, following are brief notes on those things which were announced either at the show or just prior to that time.

#### **Colotone & Solotone**

Bourges, Inc., 106 Fifth Ave., New York 11, N. Y.

Colotone and Solotone sheets are the latest Bourges development. They have many uses in copy preparation, such as correcting color transparencies, creating masks for color correction of continuous tone separation negatives and positives, and tone control of halftone images. These sheets are capable of a variety of applications which eliminate the uncertainty and undesirable features of former methods, notably, the use of stains, gamboge, paper and liquid friskets, masking liquids, reducing solutions, wash and airbrush and the application of opaque and chinese white. At no time is the copy endangered since these sheets are placed over the copy—the effects desired are obtained by working the upper layer while the plastic support covers and protects the copy.

Colotone and Solotone sheets are thin, transparent plastic films which have a separate, removable layer of color, white or grey density, in tones and tints approximating solid, 70, 50, 30 and 10%. Sheets are available in sizes 9¼" x 12½", 12½" x 18½" and 18½" x 25".

The color or neutral layer is readily and easily removed by means of a stylus to conform to any shape and contour. Large areas are removed by a special liquid. One advantage of this method is that a uniform density, color or neutral, is applied over the entire copy and the unwanted areas removed with sharply defined but smooth lines of demarkation. The remaining areas obviously are of a uniform tone—a difficult achievement by usual methods.

In copy preparation, Colotone and Solotone are especially advantageous for drop-out highlights, phantom effects, tint backgrounds and duotones. Separation of color (fake color) from line originals is easily achieved for such applications as maps and comics. Additional modelling and other effects may be obtained by means of the special shading pencils.

All types of color transparencies may be enhanced and corrected. Masks for the color correction of separation negatives and positives are another application. Tone corrections on halftone images may be made at any stage.

#### **Proving Process**

Harold M. Pitman Co., Chicago, Ill.

The Potter-Cushing-Pitman proving method is a means of obtaining a quick proof from halftone separation positives in an hour or less time. The system involves the use of stripping film which is exposed in contact with the screened separation positives. A separate strip film image is made from each positive. Subsequent treatment including development, bleaching, reversing and color developing results in separate color images which are superimposed in register to form the final proof. The dyes employed are said to approximate the printing inks, and dyes for multicolor work are or will be available. The method need not be restricted to process color proofing but may be advantageously employed for a quick check for duotones and fake color. Further details on working procedure and supplies are available from the company.

#### **Magenta Masking**

Eastman Kodak Co., Rochester, N. Y.

Two new products which are expected to be of aid to photo-mechanical workers were announced and exhibited by the Graphic Arts Sales Division of the Eastman Kodak Company. The two items are a special "Fine Line" developer for exacting and critical fine line work



and an improved and faster system for introducing color correction in color separation work.

**Kodalith fine line developer.** This solution was created to overcome the difficulties usually encountered with conventional methods when trying to reproduce (photographically) copy containing extremely fine lines and detail. Use of the new developer differs from conventional practice in that the exposed film is immersed in the solution, agitated for only ten to fifteen seconds and then left undisturbed for the balance of the normal developing time. As a result of the combination of the unusual treatment and the composition of the developer, the developing oxidation products remain in contact with the emulsion and protect the areas of fine detail from excessive development and yet create a high density in the background areas. The solution is also advantageous for line pick-ups from screened copy. The method should also aid in making facsimile negatives and positives by contact.

Because of its limited application this developer is considered a special purpose product which is to be used in conjunction with, but in no way to supplant, the standard Kodalith Developer for processing Kodalith films and plates.

**Kodak magenta masking method.** This process is a marked departure from conventional masking methods in that the masking effect is obtained in the camera during the exposure of the separation negatives. A second difference is the character of the mask which in this case is a magenta colored image rather than the usual silver image. The method offers several distinct advantages among which are the fact that the master separation negatives are pre-corrected, eliminating the fuss and bother and uncertainty of register associated with the contact positive masking system. The masking negative being slightly ahead of the separation negative during the separation exposure makes possible smoother outlines where contrasting tones meet, eliminates the register problem and minimizes the flattening out of the highlights. The use of the magenta image

affords a greater inherent control over the masking effect than the silver mask.

In practice, the method employs two masks, each of which is exposed in a plane in front of, but parallel with the image plane. After processing they are returned to their original position when exposing the separation negatives.

The mask for the red printer correction is made by means of the standard red filter (A) on a Tri-X Panchromatic plate. The screen holder bars may be employed for holding the masking material. After processing in magenta developer and bleaching out the silver, the magenta image is returned to its original position. Exposure of the separation negative is the next step, and in this case a green filter (B) is employed. The light projected to the panchromatic plate obviously must first pass through the magenta mask. The secondary and selective filtering action on the part of the mask automatically corrects the red printer for a better rendition of the greens and enhances the reds and oranges.

The yellow printer is made in a like manner with a C4 filter through a magenta mask which was exposed through a green filter.

The blue printer requires no masking and is exposed by means of the standard A filter with a clear dummy plate in place of the mask.

The black printer is made by exposing through the red filtered mask and employing partial exposures through the standard tri-color filters for the black separation.

Aside from the special developer for the masks, the method makes use of existing photographic materials, equipment and filters. Full working details are available from the Eastman Company.

#### DiCarlo Etching Knife

George Murphy, Inc., 57 East 9th St., New York 3, N. Y.

The DiCarlo Crystal Etcher is a tool for use primarily on photo-

The DiCarlo  
Crystal Etcher



graphic negatives and positives (glass plates, film and paper) by means of which retouching is accomplished by scraping or shaving the emulsion and thereby affecting a change in density or tone value. The special glass tip has a keen edge which is said to outlast steel, never needs sharpening and etches faster and more smoothly. The tip is removable and an extra tip is furnished with each etcher.

#### Developer

Philip A. Hunt Co., Brooklyn 22, N. Y.

Samples of negatives processed in the improved Premium Graph-O-Lith developer were shown to illustrate the results obtainable with this new developer. The solution has a longer tray life, providing an increase in the number of uniform negatives produced per gallon of developer. Further claims are a high uniform opacity and pin-point shadow detail in halftone work. The material is supplied in 2 and 5 gallon cans.

#### P&J Blue Solution

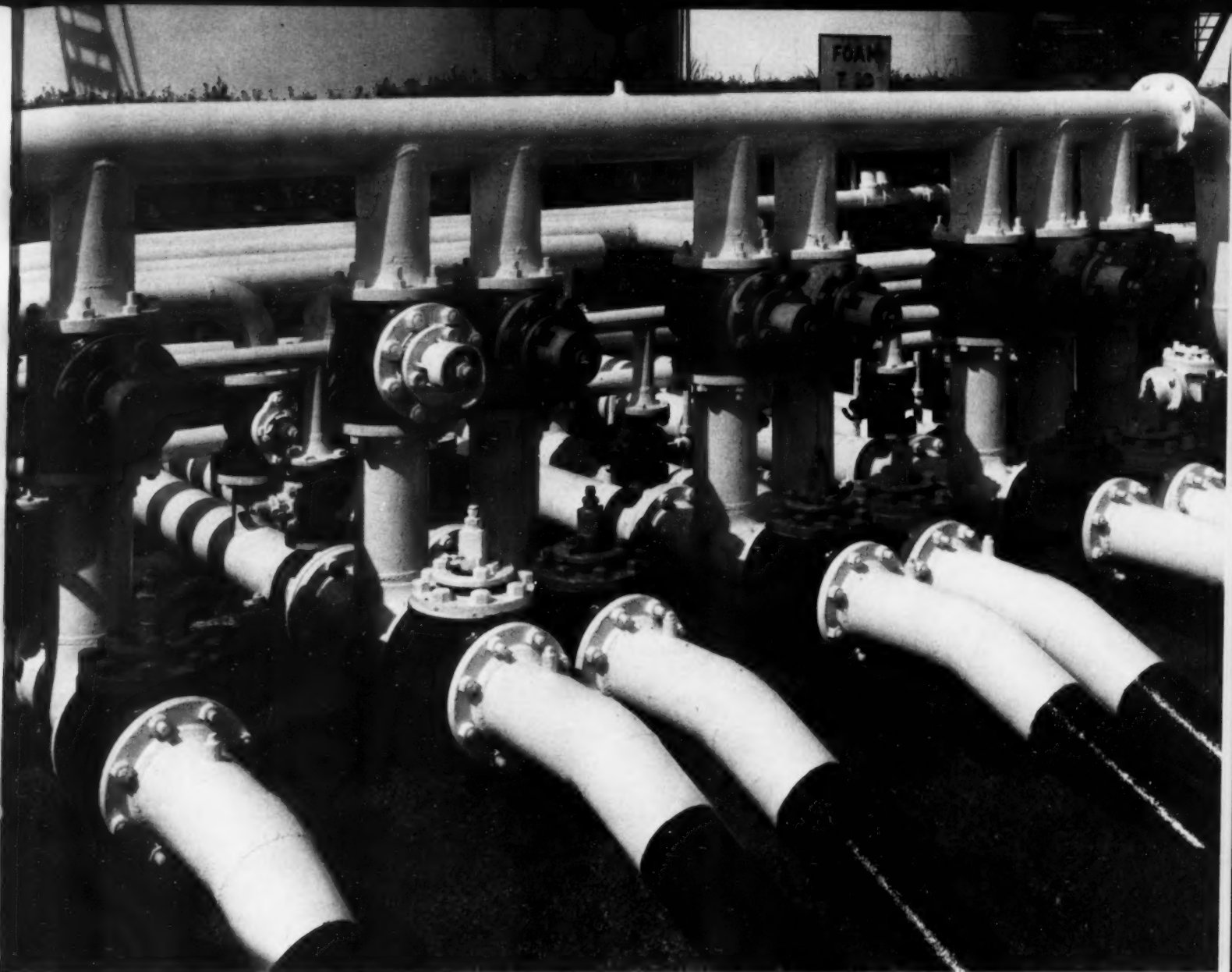
Phillips & Jacobs, 622 Race Street, Phila. 6, Pa.

The new P&J concentrated liquid Blue Solution is an improved material for making blue guide images for intricate stripping on glass or plastic sheets. The solution comes ready-to-use, has a long stable shelf life and maintains a uniform color density at all times. Speed of exposure is equal to albumin solutions. The image develops in plain water. Treating the blue image with permanganate, either locally or overall, results in an opaque image for use as an intermediate negative or positive. The blue image is readily removed, permitting re-use of the glass or plastic support.

#### U-Neek Bescote

Bridgeport Engravers Supply Co., 451 Atlantic Ave., Boston 10, Mass.

U-Neek Bescote is a pre-sensitized surface coating which needs no further treatment or mixing by the user except diluting with water to lower



COLOR PHOTOGRAPH BY HUGH HAZELRIGG—UNDERWOOD

## “Color Control” keeps business flowing smoothly

COLOR identifies at a glance . . . minimizes errors . . . signals the right move at the right moment. That's why “color control” is an increasingly important efficiency factor in all business and industry.

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example. The easy-to-identify colors of HOWARD BOND distinguish each page of multiple business forms, greatly speed recognition of units, facilitate distribution and filing.

In its broad range of clear, clean colors and *whitest white*,

HOWARD BOND is a *quality* bond—so good, in fact, that in addition to wide use for business forms, it is a favorite letterhead paper. Thanks to a nationwide list of distributors “Color Control” with HOWARD BOND is available everywhere.

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

# Howard Bond

“THE NATION'S BUSINESS PAPER”





COLOR PHOTOGRAPH BY HUGH HAZELRIGG—UNDERWOOD

**UNIFORMITY...** Good printing reflects not only the printer's artistry but paper making achievement as well. Maxwell Offset, through its faithful reaction to pressroom procedure, continues to exhibit a uniform quality of reproduction. This no printer or buyer of printed advertising should ignore. There's no room for guesswork when a job has to be good. Put it on Maxwell Offset and *know*.

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# Maxwell Offset

*For uniformity—in finish, in strength, in ink consumption, in whiteness or color conformity*



the viscosity if desired. Uniformity of results under all climatic conditions is claimed. The solution is stable and lasts indefinitely in storage. Supplied in 1 quart, 1 and 5 gallon tins.

#### Tri-Metal Plate

International Printing Ink Div., 350 Fifth Ave., New York 1, N. Y.

The Tri-Metal plate is the latest link in a chain of developments which the maker claims enable lithographers to successfully and profitably compete with other processes in long-run, high-speed production.

The Tri-Metal plate consists of a base metal, at present zinc, an intermediate layer of grained copper and an outer layer of hard chromium. The zinc is employed as the supporting metal because of the unavailability of steel which is preferable. However, zinc has proved to be durable for the purpose. The copper film becomes the ink receptive image layer. The chromium serves two functions in that being a hard metal it is highly resistant to wear and to chemical and atmospheric action. In addition it provides a highly ink repellent and water receptive surface for the non-printing areas.

Arrangements for trial press runs with the Tri-Metal plate and for technical guidance may be made through IPI sales representatives, although demonstrators are unable to keep pace with the demand at present.

#### Inks for Kromekote

Kohl & Madden Printing Ink Co., 1132 S. Jefferson St., Chicago 6, Ill.

Press sheets of a variety of subjects were exhibited to show the results obtained with the new Kromekote inks in conjunction with Champion Kromekote paper. Kromekote inks are transparent, fast drying and create brilliant effects with a high sheen without varnishing. The special surface finish of Kromekote paper enhances the brilliance of the inks and the combination permits a saving in the volume of ink used up to 20%, it is claimed. The inks quickly dry on the surface and the penetration into the paper fibres is negligible. The inks are supplied press-ready, require no doctoring, are very stable and

have a long life in storage. The inks are especially advantageous for label, package, calendar and greeting card work.

#### Glover Daylight Lamp

Nichols Products Co., Cortlandt & Academy Sts., Belleville, N. J.

The Glover daylight lamp provides a method of obtaining a dependable light source of stable color value for color matching, ink mixing, etc. The lamp consists essentially of a reflector housing with a built-in light bank and a motor driven shaft to which is attached a transparent plastic disk containing red, green and blue segments in desirable proportions. In operation, the disk spins at high speed and the light from the lamp bank is projected through the rotating filter disk to the viewing surfaces.

The color temperature of the viewing light is thus the product of the inherent color output of the incandescent bulbs and the filtering action of the spinning disk. The bulbs employed have, within their useful life span, a period of relatively stable light output. The bulbs are replaced when they have been in use beyond this period. The color disk is also replaced when extended use has caused the filter segments to fade. The filter disk, if desired, can be arranged to produce any given color temperature.

#### The Strong Grafarc

Strong Electric Corp., 17 City Park Ave., Toledo 2, Ohio. A number of advantages are claimed for the Strong Grafarc high intensity arc lamp over other types of arc lamps. Of interest to the lithographer

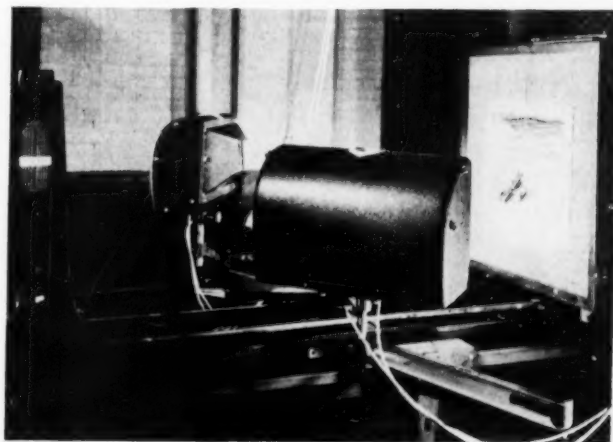
is the stability of the light in regard to both intensity and spectral distribution and the almost pin-point size of the light core.

The combination of a variable speed precision carbon feed motor and a highly efficient, adjustable and self-regulating transformer is said to maintain a constant arc gap length and steadiness of light output despite slight power variations.

A well balanced spectral distribution between ultra-violet, visible and infra-red light is claimed to make the lamp especially useful for modern color separation techniques.



Above—The Glover daylight lamp, showing an X-ray view to reveal interior.



An installation of Strong Grafarc lamps.

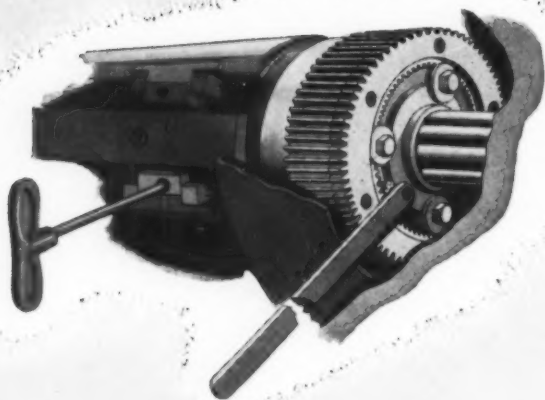
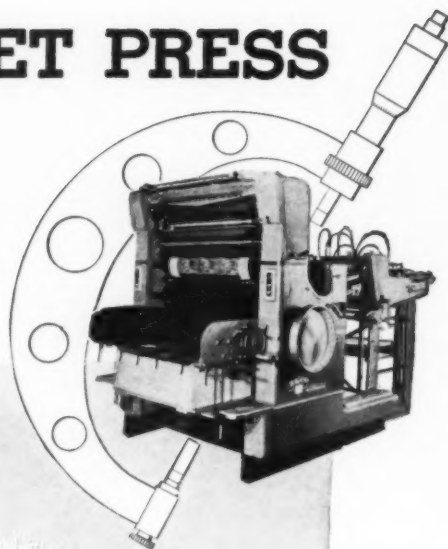
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**OFFSET PRESS**

*Registers with  
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Rapid and accurate plate cylinder adjustment made with "Key Wrench" operating inner ring gear. Patented accessible fast action plate clamps, adjustable with simple "T" wrench, clamp, stretch and swing the plate quickly, securely and accurately.

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**PRINTING MACHINERY DIVISION  
ELECTRIC BOAT COMPANY**

445 PARK AVENUE, NEW YORK 22, NEW YORK

With the arc burning at 95 amperes and 30 volts, the current consumption is only 3.2 kilowatts. This according to the Strong engineers, provides from 5 to 8 times more light per dollar of current consumed than the conventional arc lamps in use.

Using 9mm. x 8" copper-coated high intensity carbons which are brought into contact and full intensity within a few seconds by an automatic striker, the lamps will burn for 1½ hours before carbon replacement is necessary.

To demonstrate the efficiency of their product, the Strong engineering staff distributed an Arc-Comparator for the interested prospect to take back to his plant for a comparison test against his present equipment. The comparator consists of a special step-wedge, test negative and several sheets of photographic proofing paper. One sheet of the proofing paper is exposed in contact with the negative to the Grafarc for two minutes at a distance of 50 inches. The remaining sheets are to be exposed by the lithographer in his own shop under similar conditions but to his own arc lamps. A direct comparison of the efficiency of his arc lamps and the Grafarc is thus made possible.

The Grafarc lamp may be used for all present horizontal arc lamp applications including camera, plate-making and step-and-repeat.

#### Negative Grouping Machine

Rutherford Machinery Div., Sun Chemical Corp., 100 Sixth Ave., New York 13, N. Y. Designed as a quick operating and economical device for obtaining multiple images on photographic film or plates this machine offers many advantages as an auxiliary unit to larger step-and-repeat and photo-composing machines or as an independently operated unit. It is intended for such applications as bottle cap, label and certificate work. The machine, designed for darkroom use, requires a floor space of only 5 x 5 feet, and an additional 1½ x 1½ feet for the illuminated register device. The negative grouper has a maximum plate or film capacity up to

14" x 17". The chase will accommodate plates or films up to 5" x 7" with a work area of 4" x 6". Contact is by vacuum pressure. The machine operates horizontally with the exposing light source suspended overhead.

The photographic plate or film is held in place on an adjustable plate with self-centering masks in a drawer-type holder.

The spacing of the images is controlled manually by means of interchangeable jig bars for standard and repetitive layouts. Other layouts are made by hand movement using the graduated scales and vernier controls.

#### Consolidated Color Camera

Consolidated Photo Engravers Equipment Co. 2646 West North Avenue, Chicago, Illinois. The largest of the Consolidated super precision color cameras has a plate and film capacity of 48" x 72" with a maximum image area of 44" x 64". This is accomplished by means of an extension back which adds an additional 12 feet of movement to the basic 22 foot camera length, and an over-size moving vacuum back.

The camera is motor driven and all

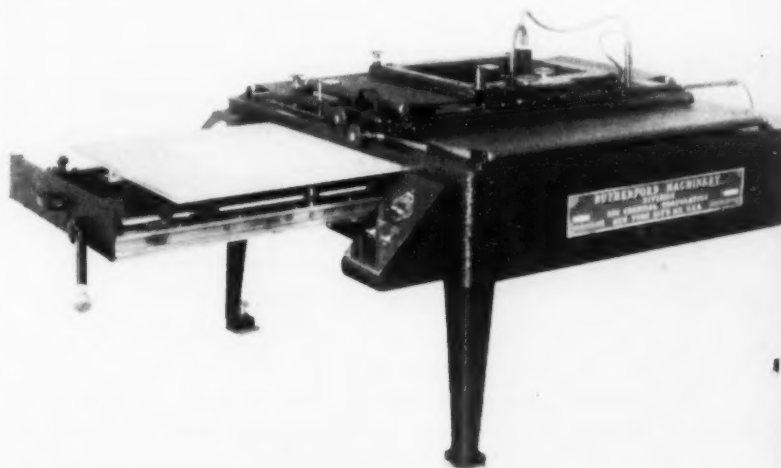
movements may be controlled from within, or outside, the darkroom.

The copyboard assembly provides a multiple copyholding arrangement. The transparency holder with masking curtains is built onto the back of the glass-covered tilting copyboard. The spring pressure panel of the copyboard contains a diffusing panel and by removing an intermediate cushion and turning the copyboard 180 degrees the transparency (positive) holder is ready for use. Illumination may be by direct or reflected light. The positive holder may be oscillated for adjusting the vertical and horizontal register marks. Provision is also made for using wooden copyboards.

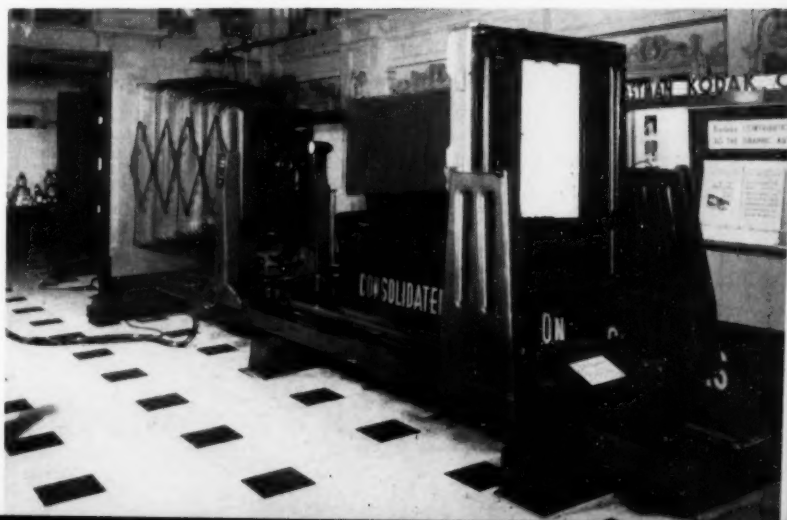
The lensboard has vertical and horizontal displacement for image centering, automatic flash lamp, compensating lens, diaphragm control, filter disk, regular or turret lens mounts and fittings for attaching straight-line image reversers.

The standard camera back has sliding screen mechanism, micrometer screen separation adjustment, swinging vacuum back, swinging ground glass, adjustable plate bars with the

The Rutherford negative grouping machine.



The big Consolidated camera as displayed at the convention.







# Baldwin Brevities

By SAM HIMMELL

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## HEADLINES - "At A Glance"

.... **PULP & PAPER**—Paper Production up month-after-month, Peak-after-Peak .... Canadian Newsprint Production '47, will reach all-time-record, about 4,396,000 tons .... American Newspapers will benefit from cancellation of British newsprint-contracts .... South produces 70% of kraft-pulp; was 5% ten years ago .... Pine-Tree is South's New-Cash-King .... Some Southern Mills have abundant pulp-wood on hand .... Pacific-Northwest-Mills wood-inventories growing .... Gap between 'supply & demand' gradually closing .... Wealthy Chinese before advent of paper, placed silver and copper coins in coffins of departed relatives, for exploits in spirit-world. After invention of paper, Emperor Ho Ti, decreed that paper be placed as a substitute; the relatives were on their own for the first time in their lives.

.... **GRAPHIC ARTS**—Publishing Business was launched in America 307 years ago with the printing of the Bay Psalm Book .... 551,290,000 books were sold in U.S. in '45 .... 40 New Magazines and 200 New Radio Stations introduced first 5 months '47 .... Time, Inc., will bring out new Magazine soon .... 6,000 Companies issue House-Organs; only 1,000 before war .... Three-Dimensional-Printing in full color or Black & White now practical. New Process can be produced by gravure, letterpress, lithography, photo-gelatin, etc. .... New-Type-Offset-Plate perfected; actual performance 600,000 impressions; will do over 3,000,000 when special-steel is available .... New-Quick-Drying-Non-Smear-Ink ready for printers of food cartons, bags, etc. .... About 20 billion letters written in the U.S. each year .... Moving Picture Industry 'top-advertisers' in Newspapers & Mags, and in Hollywood, Sam Goldwyn, perplexed by his publicity-department's ramblings, shouted, "I want an abnormal silence."

.... **EARLY DAYS OF PRINTING**—In the early days of printing much of the work was done by monks. As a result the printer's terminology is still full of church words. The Composing Room is still the "chapel" and has "aisles." A Case of Type is called a "font" because holy water fonts were used as type receptacles. The Small Truck into which used type is dumped is still the "hell box" and the apprentice is a "devil." In addition, there are hundreds of words like stet, dele, quad, folio, octavo, etc., which the printer-monks took from the Latin they were so accustomed to using.

.... **IT HAPPENED IN PHILLY**—At a women's funeral there were only 2 mourners; the husband who appeared to be exceptionally calm and collected, and a young man described as the boy-friend. He was decidedly upset; naturally. Returning from the ceremony, the husband patted the boy-friend on the shoulder. "Cheer up," he said. "You never know; I may marry again."

.... **CELEBRITIES OFF PARADE**—In the first days of his governorship of the State of New York, Al Smith

spoke to the assembled inmates of Sing Sing. Not until he had already risen to his feet did he realize that he did not know how to address this particular audience. "My Fellow Citizens," he said, almost without thinking, but then stopped, remembering that the citizenship of those there imprisoned was forfeited. Embarrassed he said, "My Fellow Convicts," but that too did not seem right. Giving the thing up as hopeless, he launched once and for all into the sentence, "Well, in any case, I'm glad to see so many of you here."

.... **BILL SHAKESPEARE TAKES OVER**—"All the World's a Stage, And all the men and women merely players; They have their exits and their entrances; And one man in his time plays many parts." .... **Enthusiasm**—"I see you stand like greyhounds in the slips, straining upon the start." .... **Future**—"There's a divinity that shapes our ends; Rough-hew them how we will." .... **Confidence**—"There is a tide in the affairs of men which taken at the flood leads on to fortune." .... **Speech**—"Speak the speech, don't mouth it" .... "Suit the action to the word, the word to the action." .... "And let those that play your clowns speak no more than is set down for them." .... **Fear**—"Our doubts are traitors, and make us lose the good we oft might win by fearing to attempt." .... "A thought which, quarter'd, hath but one part wisdom and ever three parts coward." .... "The fault, dear Brutus, is not in our stars, but in ourselves, that we are underlings." .... "Thus conscience doth make cowards of us all." .... **Clothes**—"Costly thy habit as thy purse can buy .... rich, not gaudy; For the apparel oft proclaims the man." .... **Friendship**—"Those friends thou hast, and their adoption tried, Grapple them to thy soul with hoops of steel." .... **Reputation**—"But he that filches from me my good name, robs me of that which not enriches him, and makes me poor indeed." .... **Advice**—"Give every man thy ear, but few thy voice; Take each man's censure, but reserve thy judgment." .... "This above all; to thine own self be true, And, Thou canst not then be false to any man."

.... **O'KAY, BILL!!** your stuff's good too!!; Competition's the Life of Trade; only I'll be in here pitchin' next week; but you won't!!!!

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MODERN LITHOGRAPHY, November, 1947

new 3-point register bars for color composing etc. Three point register bars that are interchangeable with the screen holder bars are available for such applications as camera color masking.

A novel and highly accurate means is provided for re-register of any focus setting. A special gear track which extends the full length of the camera bed has a graduated scale. A special micrometer indicator is placed in the appropriate position on the gear track (this position is based on focus readings recorded at the time of original setting) and the lensboard and copy-board moved until the micrometer reading indicates the proper position. By this means focus settings are obtainable to within 1/1000 of an inch accuracy. Normal focusing is accomplished by means of the Consolidated Focus Dial and calibrated tapes.

The camera is available in sizes 31" x 31", 44" x 44" and 44" x 64". Construction and design is the same or similar throughout the line.

Versatile and functional, the Consolidated Dial Focusing & Proportional Scale provides the answers to many calculations desirable in scaling and handling copy. The scale gives a number of readings in one setting and its use is not restricted to Consolidated cameras. The two outer scales are used for scaling the copy and give as well the proportional relationship between copy and layout areas. At the same setting, multiple focusing numbers are obtained which apply to the Consolidated, ATF Vallette and Robertson systems. Percentages are likewise provided for use in the focusing of Rutherford, Monotype, Wesel and Chemco cameras. In shops operating several cameras with different focusing systems, this device permits control of all units from one scale.

#### Empco Proportioning Rule

Electronic Mechanical Products Co., Atlantic City, N. J. This instrument, by purely mechanical means, makes possible the scaling of copy and obtaining the desired proportional

data simply, automatically and instantaneously. Consisting of a linear rule with four scales — inches, percentage, picas and agates, — and two sliding indicators, it requires no multiplicity of operations for its use. The device has only two moving parts, a black indicator which is first set to the long dimension and a red indicator which is adjusted to read the short dimension. Upon movement of the black indicator in either direction, the red indicator will automatically move in the same direction — maintaining exactly the same proportion, of small to large dimension, as in the original setting. Hence it is possible to establish quite rapidly whether or not the copy and layout areas are proportional, what changes are necessary and to what extent cropping is required. Obviously, this is not a measuring operation but rather a mechanical method of obtain-

ing proportional values between copy and layout areas.

#### Craig Dri-Spray

Roberts & Porter Inc. Chicago, Illinois. The Craig Dri-Spray provides a new approach to the problem of applying a non-offset spray to the printed sheet without attendant fog or mist. Operating on extremely low air pressure and using a fine, non-toxic, dry powder, the spray is applied close to the sheet without flotation.

The equipment includes the Dri-Spray tube which is installed on the press transversely across the press delivery and as close to the sheet as possible. The spray unit, which may be operated by remote control has, among other parts, a powder supply tank, spray tank, air filter and dehydrator. Compressed air, from the supply available in the plant where the installation is made, operates the outfit. It has no moving parts, and the use of the dry powder is said to eliminate clogging and choking of valves, vents, etc. One pound of Dri-Spray powder is said to go further than one gallon of wet spray mix.

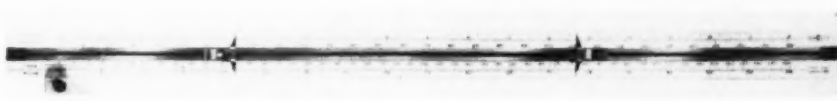
#### Temperature Controlled Sink

Zarkin Machine Co., Inc. 335 East 27th St., New York 16, N. Y. A small, low-priced, temperature controlled sink with all of the features of the larger Zenith units is now available to the trade for use primarily in shops where space limitations prevent the installation of the regular sinks.

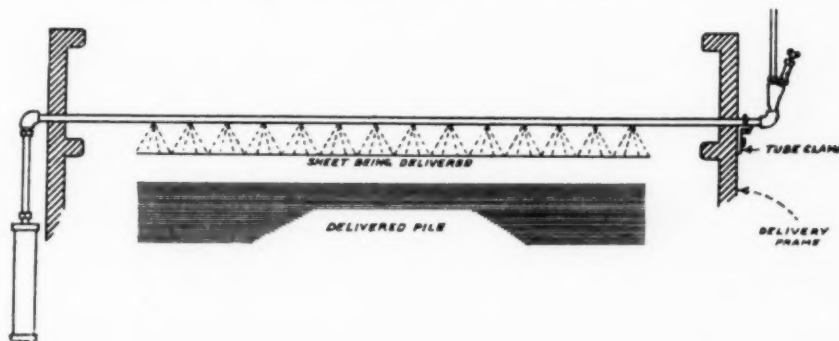
Requiring a floor space of 33" x 33" the sink has a trough dimension of



Above—The new Zarkin small size temperature controlled sink.



Above—The Empco proportioning rule. Below—Diagram of Craig Dri-Spray.



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**Sodium Sulphite Anhydrous Photo Granular**

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29 $\frac{3}{4}$ " x 29 $\frac{3}{4}$ " x 4". This will hold one 20" x 24" tray of the conventional type with sloping sides. Straight sided trays up to 28" x 28" can be used.

Like the larger Zenith sinks the small unit operates on the continuous circulating water principle. All cooling and heating is accomplished in a control tank from which the water is pumped to the trough. By means of valves the entire system may be drained and flushed with clean water. The cooling and heating cycles function automatically and maintain temperatures to within 1°F.

A stainless steel trough, apron and base provide corrosion resistance at vital points. Heavy duty refrigeration units and controls are included.

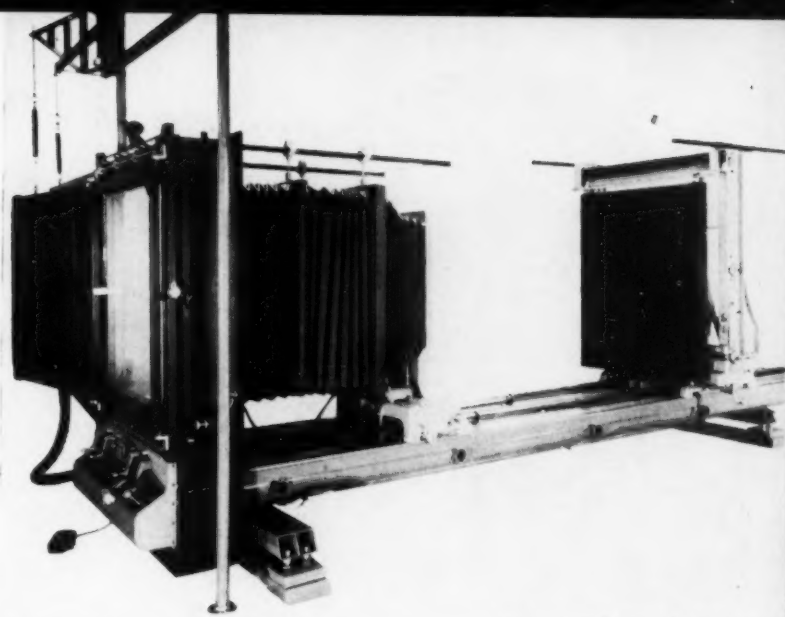
#### Robertson Darkroom Camera

R. R. Robertson Co., Inc. 400 West Madison Street Chicago 6, Ill. The new 24" Robertson Darkroom Camera is of all metal construction with a 16' stand and 30" x 40" glass-covered, tilting copyboard. The camera is equipped with scale focusing, screen elevator and synchronized arc lamp brackets. Standard equipment includes ground glass panel and combination plate-holder and stay-flat adapter. Lensboard and copyboard movements may be controlled from within or outside the darkroom. Optional equipment includes vacuum film holder, positive holder and diaphragm control.

#### Brown Platemaking Equipment

W. A. Brown Mfg. Co., 2035 Charleston St., Chicago 47, Ill. Roberts & Porter exhibited the new Brown line of platemaking equipment — all welded steel construction. Whirlers are available in plate sizes from 14" x 17" to 50" x 70" with sprinklers and heating units. Vacuum printing frames are available in three styles — a darkroom contact frame, bench model, in sizes 16" x 20" to 28" x 38", - a counterbalanced hinged type in sizes from 16" x 20" to 37" x 48" and an elevating type for plates from 30" x 40" to 60" x 72". Layout tables with four straight edges and fluorescent lighting are made in sizes 20" x 24" to 50" x 77".

The ATF color precision camera



#### ATF Color Precision Camera

American Type Founders, 200 Elmora Avenue, Elizabeth 8, N. J. The new ATF Color Precision Camera is an all-metal camera having many features for rapid operation with accuracy. One of the outstanding features is the precision re-setting mechanism which permits duplication of original focus settings at any time to within 1/1000 of an inch accuracy. A combination of graduated scales and sensitive adjustable micrometer gauges makes possible this accuracy in focus settings.

Rigidity is achieved by a double, all-welded tube truss. Shockproof mounts and the counterbalancing of all operating parts eliminate torsional stresses.

The darkroom end of the camera is equipped with sliding screen mechanism, swinging vacuum back, swinging ground glass panel, integral plate bars and a control panel from which all camera movements may be controlled.

The lensboard has both vertical and horizontal displacement, compensating lens, shutter, automatic flash lamp and diaphragm control.

The copyboard assembly provides for transparency holder, with masking curtains, oscillating adjustment, removable glass-covered copyboard and interchangeable wooden copyboard. Illumination of transparencies may be by direct or reflected arc light or the new fluorescent Trans-Illuminator.

Normal focusing is accomplished

by means of a focus calculator and calibrated tapes. Lensboard and copyboard may be positioned from within or outside the darkroom by electrical or manual control.

Optional features include synchronized arc light carriers, electronic exposure control, straight-line image reverser, etc. The camera is available in three sizes — 31", 40" and 48".

#### High Intensity Arc Lamp

Macbeth Arc Lamp Co., 875 North 28th St., Philadelphia 30, Pa. The efficiency of the Macbeth High Intensity Arc is rated at between 20 and 30% higher than conventional type lamps per watt of electric power consumed. The light has a better balanced spectral distribution which makes its use advantageous for color separation. The stability of the light eliminates many exposure difficulties. Because of the reduced size of the light core (about  $\frac{1}{3}$  the size of conventional flaming arcs) and the steadiness of the core, this type of arc is especially desirable for fine screen work in platemaking and photo-composing, the maker says.

The steadiness of the light, uniformity despite minor current fluctuations, etc., is maintained by means of a balancing transformer and built-in electronic current control circuit.

#### Transparency Chromocritic

The lack of uniformity in illumination values when viewing color transparencies has been the cause for much misunderstanding among the many

(Continued on Page 95)

# QUALITY SHEET-FED GRAVURE NO LONGER A LUXURY WITH **CHAMPLAIN #4** SHEET-FED GRAVURE PRESS

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Construction details of the #4 Sheet-Fed Gravure Press reflect the same skill employed in manufacturing Champlain's Speedry Rotogravure Presses. Plate and impression cylinders are of sturdy construction for heaviest impressions...an automatic and manual trip is provided on the impression cylinder to lift the impression.

Printing plates are thin copper sheets applied to plate cylinder by a built-in pressure mechanism, and made continuous by the use of a fill-in device located between the ends of the plate. Special registering gears and sheet grippers assure exacting register. Both hard and semi-hard packings can be used on the impression cylinder in conjunction with a reel rod arrangement.

An air duct between the doctor wipe and impression provides clean printed backgrounds and controls the variety of prints. It can be regulated while the press is running.

The ink fountain is semi-enclosed and, to insure a steady flow of ink to the plate, an independently driven supply roller applies positive ink feed. The doctor blade is rigidly supported, and is easily removed and replaced. It can be adjusted for levelling and angle of wipe while press is running.

The #4 Sheet-Fed Gravure Press is completely equipped with drying apparatus working in conjunction with delivery mechanism, and does a complete printing job or works perfectly in combination with other processes.

Champlain #4 Sheet-Fed Gravure Press,  
shown with automatic stream feeder

## SPECIFICATIONS

The maximum size of sheet is 26" x 40", and the minimum with automatic feeder is 12" x 20", with hand feeding is 6" x 8". The press takes a plate size of 29 1/2" x 40 1/2", with a thickness of .020", the maximum size of design being 25 1/2" x 39". Maximum speed up to 3,600 impressions per hour.



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CHICAGO OFFICE—7 E. Dearborn St., Chicago, Ill.

# Should You Install Photocomposing Equipment?



*By A. P. Reynolds*

*S. D. Warren Co.\**

**W**HEN is a Lithographer Justified in Adding Photocomposing Equipment? There is, of course, no possibility for a "yes or no" answer to the question. The best that we can hope to accomplish is to discuss briefly some of the more important ramifications that may help the individual plant owner in coming to a decision.

Let us first consider the photocomposing machine. In the first place photocomposing equipment requires heavy capital investment. Since the investment in dollars is large, its economic justification must be considered carefully by the average plant owner.

In the second place, a photocomposing machine is a high precision instrument. It is a highly specialized instrument, designed to perform a very specific function in the lithographic industry. I stress this point because the purchaser must not be confused as to the purpose of this equipment.

The large producers of labels, and other types of multi-color work need no justification for the purchase of photocomposing equipment. Their economic existence depends upon the rapid and accurate composition of register plates. Conversely, the black and white shop with no register work may have nothing to gain by the purchase of such equipment. The conventional vacuum frame represents a minimum in investment and is the

fastest equipment for making contact exposure to metal. Photocomposing equipment is not meant to replace the vacuum frame, but rather to supplement it, and open new approaches to new business.

Between these two extremes, there is an infinite number of circumstances that may influence the decision of an individual shop in the purchase of photocomposing equipment.

The most positive and direct method of determining the economic justification of any piece of industrial production equipment is by the old tried and true method of market analysis and survey. By a close study of his own accounts, and a careful survey of his surrounding market, the lithographer might well find the answer to this problem. Here are some of the more pertinent facts that may have a bearing on the final decision.

When surveying previous jobs, the mere fact that they were done on a vacuum frame does not necessarily preclude that this was the best approach. The ingenious lithographer may find many ways of cutting costs and improving quality through the use of photocomposing equipment. Keep in mind the greater flexibility possible when special paper stock, special sheet size, special inks, or other concessions have to be made to meet the customer's requirements.

Ability to duplicate rapidly an

image on a press plate may aid greatly in reducing costs under such conditions.

Even with the simplest of one color copy it may be highly advantageous to be able to duplicate the image several times from a given negative in order to make the most of press cylinder space or special paper size. With these same thoughts in mind, one can view the future or potential market. When considering potentialities, there are two thoughts that have particular significance:

(1) Will the economies of the composing equipment help to hurdle the cost barrier into new markets? There are always those borderline jobs that you cannot produce for what the customer can afford to pay. If photocomposing equipment can lower the bars of this cost barrier, you may find new fields to explore.

(2) In nearly every plant when photocomposing equipment is used, we may find evidence of the ingenuity of the individual lithographer. Various accessories and gadgets of his own invention are used to adapt the standard equipment to his particular requirements. Some may reduce costs, others may enhance quality, but the most interesting and undoubtedly the most remunerative are those that create new and exclusive markets. The ability to create jobs lifts the

\* Before the National Association of Photo-Lithographers 15th Annual Convention, Detroit, October 22-25, 1947.





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lithographer over the "stop-loss order" barrier by his own boot-straps.

Several times I have alluded to the possibilities of better quality through the use of photocomposing equipment. We must tread carefully here lest we offend some of our best craftsmen whose consummate skill supplants the mechanical precision of this machine age. Let us qualify then by saying that quality can be maintained more economically in large volume production by the use of precision equipment. To substantiate this thought on quality, consider these three points:

(1) Duplication of the same photographic image, on the same coated plate surface, tends to greater uniformity of reproduction, over and above any other means of image duplication where each step away from the original copy tends to degrade facsimile reproduction.

(2) The ability to duplicate an image to occupy the entire plate surface allows both the plateroom and pressroom to favor the reproduction of this image in the selection of metal grain, coating technique, exposure, paper surface, and inks, as well as by more favorable press adjustments in the actual printing. This is in contrast to this same image gauged up with others of different requirements, on the same flat.

(3) The ability to place an image with precision relative to the guide edge of the printed sheet can pay off in other ways aside from registration of color. For instance, accurate position of an image for trimming, bleeding, folding and die-cutting can greatly enhance the appearance of a finished job.

There is, of course, another approach to this problem that should be given every consideration before investing in photocomposing equipment. This approach is particularly pertinent to the small plant owner who finds it impossible to purchase this equipment, or at least extremely hard to justify the relatively large investment. What I have in mind is the plate-making service plant. Such service

will allow the small plant owner all of the mechanical advantages of photocomposing equipment without forcing him to commit himself to the large investment involved, at least not until he has had a chance to feel his way into the market requiring this type of equipment.

In appraising the value of such a service, one must take into consideration its availability. Such a service must be located near enough so that too great a share of the time allotted for delivery of the job is not taken up in communication and transportation. It is even better to have intimate personal contact between your plant and the service organization.

Nothing will be gained by turning your plate work over to an organization with inadequate equipment and unskilled labor. Such a service will only add to the cost and grief of getting out the job. On the other hand, the plate service organization may have better equipment and better craftsmanship than the small shop can possibly justify. Backed by this latter type of service organization, the small plant owner is afforded an excellent chance to explore his local market for new fields to conquer.

*(The question "When is a lithographer justified in adding graining equipment?" will be discussed by Mr. Reynolds in a coming issue.—Editor)*



## CONVENTION SIDELIGHTS

**W**HEN you throw 1,100 lithographers and allied tradesmen into one convention for four days, lots of things happen which aren't on the program. Here, then, are some sidelights on the Detroit NAPL meeting.

Some of the heavy equipment shown in the exhibit provided exercise for erectors. The 22 x 34 Willard press, which attracted wide attention, was set up in a matter of hours and was running on the opening day. It was sold to Safran Printing Co., Detroit and was to be installed following the convention.

What is claimed to be the world's largest camera in standard production was shown at the NAPL convention by courtesy of the Buckbee Mears Co., Minneapolis, which agreed to a deferred delivery to permit the camera to be exhibited. Construction of the

camera was completed at the Consolidated Photo Engravers Equipment Co., factory in Chicago at 11:30 A. M. Tuesday October 21. The huge camera was immediately crated and loaded aboard a trailer truck. The truck left Chicago at 3 p. m. Despite a four hour delay in Gary, Indiana, due to a breakdown in the truck wiring system, it arrived in Detroit at 10:30 a. m., Wednesday October 22. Unloading started immediately and the parts were rigged into the hotel through the ballroom kitchen which, at the time, was in the process of preparing and serving 300 dinners. It took until 3:30 p. m. to get all of the parts into the building. Erection was completed at 10:30 p. m., a matter of seven hours. The total length of the camera is 36 feet and it will accommodate films and plates up to 48" x 72" with a maximum image size of 44" x 64".

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After seeing the giant camera being set up pointing directly toward the Willard press, somebody remarked that they were going to a lot of trouble just to take a picture of a press.

ml

On the eve of the opening day Fred Hacker, ATF, was looking all over for the big ATF camera which was to be displayed. It hadn't arrived and nobody knew where it was. It showed up in time to be erected for the opening day, however.

ml

We missed our old friend the knife salesman.

ml

After seeing the Willard press running steadily throughout the convention, Nat Weinstein wanted to buy it as a used press.

ml

Modern travel is getting so complex. For instance: The Detroit airport is 32 miles from the city, at Willow Run. In flying to New York, the trip is made in about 2½ hours in the air and almost that long on the ground getting from the city to the airport. So when ML's Wayne Dorland wanted to get a plane for New York, Rex Howard offered high class taxi service. Rex had his own private plane at the old Detroit airport right in the city, and flew Wayne out to Willow Run. Going along for the ride were Herb Paschel and Ken Martin. The latter took over the controls for a time on the return trip. In addition to heading The Howard Co., Peoria lithographing firm, Rex also heads Howard Aviation, Inc.

Jack Kronenberg was another convention attendant who flew his own plane in. And the Siebold Company crowd took over a commercial plane for the trip from New York.

ml

The special cars on the New York Central's *Detroit* provided a fine setting for the party on wheels which left New York Tuesday evening and arrived on the opening morning of the convention. It seemed that practically everyone on the train knew everyone else.

ml

Mal Brewer proved himself quite a pianist as he pounded out tune after

tune for guests at the Electric Boat Co. suite.

ml

There were no pickets to greet Congressman Hartley, headline convention speaker. He said he has been picketed by from six to 6,000 pickets in various places but that lately the sport is losing favor.

ml

Ralph Rogers of IPI has a new nickname, "Trigger."

ml

Frank Poll, president of the Connecticut Valley Litho Club, is the only lithographer, so far as we know, who was deported from Canada. With Cliff DuBray he took the bus for Windsor, Ontario across the river. At immigration they were asked the routine question, "Where were you born?" Cliff was born in Mass., but it seems Frank was born outside the U. S. Whereupon the Canadians wanted to see his papers, proof of citizenship, etc. Frank had none (one usually doesn't carry such things when starting out to find a steak dinner). So they detained him, and after some red tape handed him a certificate of deportation and sent him back where he came from. Now Frank is barred from entering the Dominion without special permission.

ml

Harry Brinkman, who served the NAPL as president through four years of wartime turmoil and post-war expansion, didn't receive a respite from his labors until the last session ended. He presided at every session, introducing speakers and keeping the program moving along.

ml

Handsome desk lighters were given by Zarkin Machine Co. to guests at its suite.

ml

Among foreign visitors to the convention were Eric O. Corkett, managing director of Pictorial Machinery, Ltd., London; David Cumming, Edinburgh, Scotland, who is planning to settle down in the U. S.; Ernest Getaz, Switzerland; and Trygvie Bull Na, Norway. We made no attempt to count Canadians.

ml

The London Chop House drew many customers from the convention. Hugh Adams and Harry Grandt of

Roberts & Porter beat the long waiting line by taking lunch there instead of dinner. Later they discovered the Downtown Republican Club which happened to be located on their floor in the hotel, and frequented it for political and gastronomical reasons.

ml

When the time came for E. H. Wadewitz to receive his surprise presentation, several persons were doing some sweating, trying to locate him. The LTF directors were to go from their meeting to the NAPL session. Everything was alright but when they arrived at the session nobody could find Mr. Wadewitz. It finally developed that he had sneaked out to see a customer. Frantic telephoning located him in time for the presentation.

ml

Mrs. Fred Siggins was hostess of the events planned for ladies attending the affair. Sightseeing, bridge, and finger-painting were included, and some of the prize-winners were Mrs. Merle Schaff of Philadelphia, Mrs. William Jensen, of the same city, and Mrs. Ken Whitecar of Camden, N. J.★★

#### Appoints Kuehn

Champlain Corp., printing equipment manufacturing concern of Bloomfield, N. J., has announced the appointment of Albert T. Kuehn as head of the Company's Chicago District.

Mr. Kuehn has had a wide background in the design and engineering of printing presses and allied equipment, having formerly been with Rutherford Machinery Co. and the Directoplate Corp. of Chicago.

#### Opens Boston Firm

Announcement was recently made of the opening of Standish, Inc., 32 Oliver St., Boston, to specialize in direct image work. The new shop, which includes 3 Multiliths and plate-making equipment, will be operated by Rose Apkarian, who was formerly with the reproduction department, Watertown Arsenal. She has also been connected with Lithomat Corp. and Burns Engraving Co.

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creates a picture of perfection

Crystal clear detail . . . sparkling highlights . . . a truly faithful halftone reproduction of original copy . . . these are the product of the clean, hard-edged, well-gradated dots you get with Du Pont Photolith Film.

Cameramen, proud of their craft, appreciate this characteristic of Photolith. And they also approve its contrast, speed, wide latitude . . . its quick drying, flat lying, easy scribing and etching qualities. Convenient packaging is another feature. Try Photolith. Your dealer can supply you. E. I. du Pont de Nemours & Co. (Inc.), Photo Products Dept., Wilmington 98, Del.

In Canada: Canadian Industries, Ltd.



## DU PONT PHOTOLITH FILM



BETTER THINGS FOR BETTER LIVING  
...THROUGH CHEMISTRY

(Listen to "Cavalcade of America"—Monday evenings—NBC)



Handy "Dispenser Box"  
is light-tight. Protects  
film. Saves time.



## ABOUT THE TRADE

### Butterick Erecting Pa. Plant

Construction is now under way on a modern, one-story lithographing plant on a ten acre plot in Altoona, Pa., which, when completed, will house the offset printing operation of The Butterick Co., Inc., of New York. The plant will be 550 x 120 feet and is planned for straight line production of lithographic work. It will be equipped with two-color offset presses of the larger sizes, as well as camera and platemaking facilities and a bindery. The plant will have a Pennsylvania Railroad siding.

T. D. Griffith, Butterick vice-president and general manager of the pattern division, told *Modern Lithography* of the plans, and said that a large volume of work will be turned out at the new plant. This volume will include the monthly Butterick catalog, which contains some 360 pages mostly in four colors, a two- to four-color pattern book published five times per year, four-color pattern envelopes, instruction sheets, and promotion material. The work is done on book papers, he said, and the actual tissue paper patterns are not lithographed.

At present the firm buys its lithography from commercial firms.

### Laurel Process Moves

Laurel Process Co., formerly located at 480 Canal St., New York, was moving, early in November, to enlarged quarters at the Starret Lehigh Building, 601 West 26 St. Some new equipment is being added including two-color presses, it was reported. The firm is located on the 11th floor of the building which has facilities for bringing entire trucks and trailers to any floor by elevator, for loading and unloading. The company, with 12 subsidiaries, is occupying 50,000 square feet of space.

A feature of the new offices is to be a series of wall photo murals depicting various steps in the lithographic process.

### Phila. Assn. is Formed



A new employers group, The Lithographers Association of Philadelphia, was organized during October with M. George McGinley, (above), Ketterlinus Lithographic Mfg. Co., as president. Other officers are Paul Hockhous, Penn Lithographing Co., vice-president; Joseph Hoover, Joseph Hoover & Sons Co., secretary; and William H. Jensen, Dando Schaff Printing & Publishing Co., treasurer. Directors of the new group are Ted Greifzu, Graphic Arts, Inc.; Elmer Strange, Alpha Litho Co.; Dean Snyder, National Decalcomania Corp.; T. H. Miller, Kaumagraph Co.; and T. C. Garrity, Security Bank Note Co.

The association plans to hold meetings four times a year.

### Decal Firm Makes Auto Plates

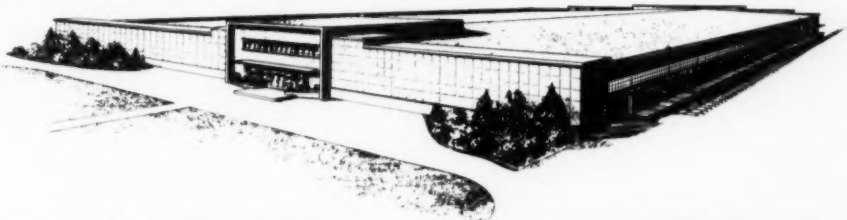
American Decalcomania Co., Chicago, again has been awarded the contract for manufacture of license plates for 1948 use by Illinois motorists. Calling for some 2,000,000 plates, the order involves a sum of \$450,000, according to newspaper reports. A synthetic composition board, developed during the war, when metal was in short supply, will again be used. Numbers are applied by a decalcomania process, perfected by the company when it first undertook the job, seven years ago.

### Hoen Gets First 4-Color

The first four-color offset press to go into the plant of A. Hoen & Co., and the first one in the Baltimore area, was beginning to run late in October at the Hoen plant in Baltimore. It is a large Harris press.

### Acquires Display Devices

Einson-Freeman Co., Long Island City, N. Y., has acquired sole license in the lithographic field to use the patented Ruckelshaus display animating devices, including battery-operated pendulum type as well as the "plug in," it was recently reported.



### Crocker-Union Plant is Begun

The H. S. Crocker Co., Inc., operating as Crocker-Union, has started construction of the printing and lithographing plant, architect's drawing of which appears above, located just south of the San Francisco city limits in San Mateo County. The building's 130,000 sq. ft. of floor space will house equipment valued at \$1,250,000 which will be moved from the company's present location at 735 Harrison St., San Fran-

cisco. In addition, \$450,000 worth of new presses to produce labels, advertising material, and commercial printing, will be moved into the building. The company now operates, in addition to the San Francisco plant, a commercial printing and manifold establishment in Los Angeles, and a label manufacturing plant in Baltimore. S. S. Kauffman is president of the company; Louis Sloss is vice-president, and W. E. Steege vice-president and general manager of the manufacturing division.



## The First Step to Distinctive Sales Promotion

SALES PROMOTIONS that sing require a paper that's in tune—yet sounds a different note each time. Here's where your printer comes in. He can tell you about a paper that can't be matched for distinction and versatility. He knows paper . . . handles it . . . works with it every day. He's an expert. You can take his word for it when he recommends



### Rising Intralace

- ✓ New brilliant white
- ✓ Inexpensive
- ✓ 5 weights
- ✓ Distinctive pattern appearance
- ✓ Envelopes to match in 5 sizes
- ✓ Specially sized for offset and gravure
- ✓ Excellent printing surface for letterpress

When you want to KNOW . . . go to an expert!



## Rising Papers

Ask your printer . . . he KNOWS paper!

Rising Paper Company, Housatonic, Mass.

## WE LIKE TO BLOW YOUR HORN!

WE LIKE to blow your horn for you! We think it helps your business. For when you are accepted as an expert, selection of the proper paper for the job becomes easier, a better job is a natural result, and customers are ready to come back for more . . . Since, in fact, you are an expert we have confidence that you'll recommend a Rising quality paper where "Rising is Right for the Job."

*The above advertisement appears in a long list of executive, advertising and sales promotion magazines.*



## Rising Papers

PRINTING AND TECHNICAL

### Join Chicago Craftsmen

Wm. S. Wright, plant superintendent, and John E. Sladek, superintendent of the offset dept. of the Geo. I. McKiernan Co., Chicago, were inducted into membership of the Chicago Club of Printing House Craftsmen at its October 21 meeting. Another new member was Erick E. Walline, ink maker in charge of development and production at International Printing Ink's Chicago plant. Olin E. Freedman, management consultant to printers, was guest speaker at the meeting in the Furniture Club, his talk covering new developments in the graphic arts. The club's fall dinner-dance was to be held November 15.

### Stromberg Sells Interests

Chas. J. Stromberg, senior partner of Stromberg, Allen & Co., Chicago offset and letterpress concern, has announced the sale of all his interests in the company and his withdrawal from further activities in the firm. Purchasers of the business are his former partners, Herbert L. Greaves and Charles S. Greaves. The company was founded 58 years ago, in 1869, by Mr. Stromberg's father, whose partner, John L. Greaves, now deceased, was father of the two new owners of the business.

### Forms Elgin Ink Firm

Harry C. Steinker recently organized the Elgin Printing Ink Co. at 259 South Grove Avenue, Elgin, Ill., and the firm is now manufacturing a line of printing and lithographic inks. The company's equipment includes three Brasington 12-32 mills, in addition to mixers and other facilities. Mr. Steinker was formerly president of Certified Printing Ink Co., Chicago, and has been in the printing ink industry since 1928.

### Kansas City Litho Moves

Announcement was recently made of the removal of the Kansas City Lithographing Co. from 1127 Monroe Ave. to the Troost Center Bldg., Kansas City, Mo. The move was made necessary by expanded business. George Horst is president of the company.

# THE PERFECT PRESSROOM COMPANION



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**A MODEL FOR LITHO INKS OF THE FUTURE**

MODERN AS TOMORROW

## **CRESCENT INK & COLOR CO.**

# Why Accept Less?

When the ultimate is  
within your reach. At no  
added cost you may use

## **MODELITH INKS**

which assure you

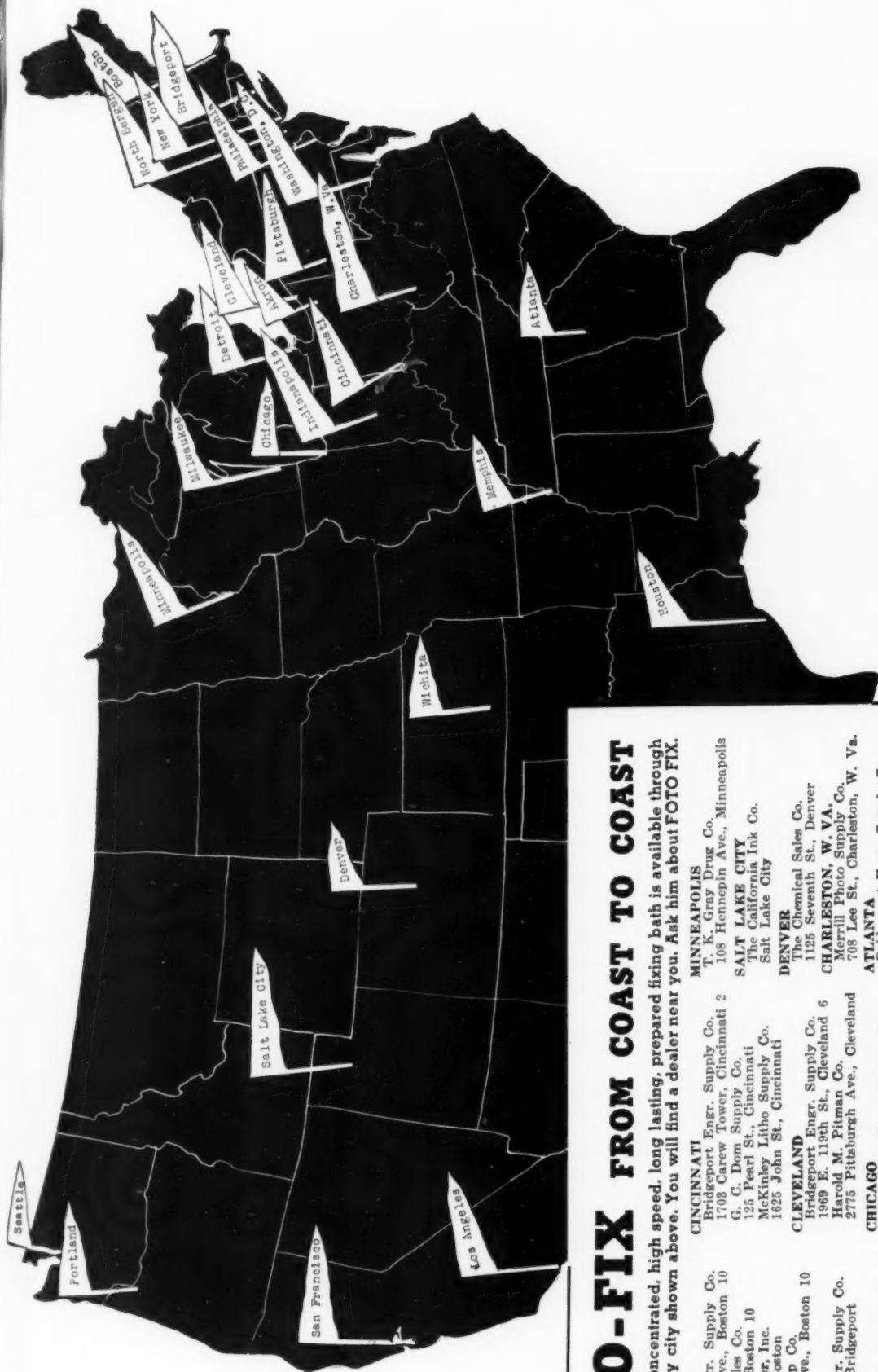
*Highest quality and  
maximum production.*

Here is something new  
to decrease the many  
pressroom problems  
besetting the up-to-  
date lithographer. Try  
it and you'll thank us for  
the suggestion.

**Crescent Ink  
and Color Co.**

464 N. 5th STREET • PHILADELPHIA 23, PA. • MARKET 7-3257



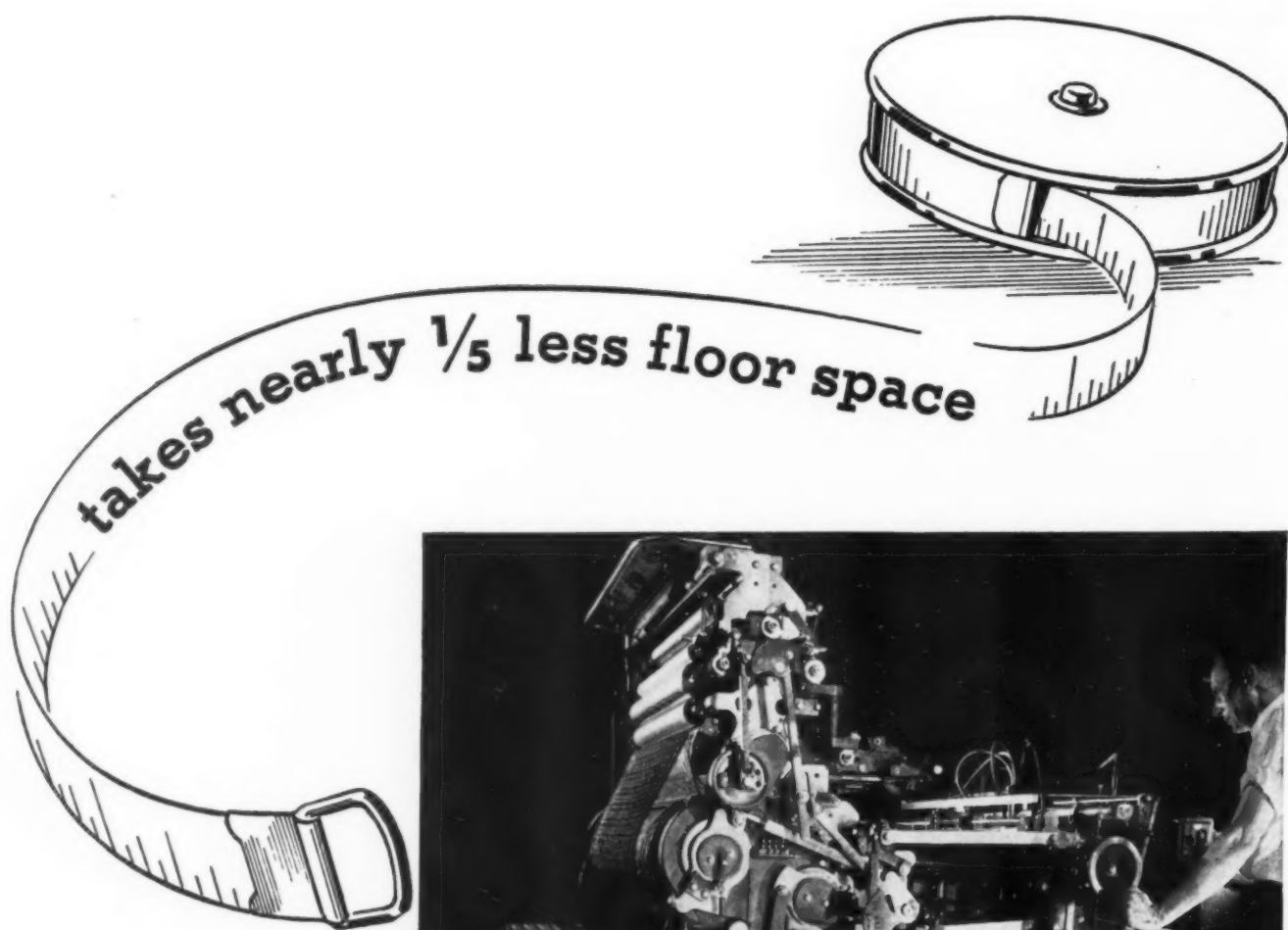


## FOTO-FIX FROM COAST TO COAST

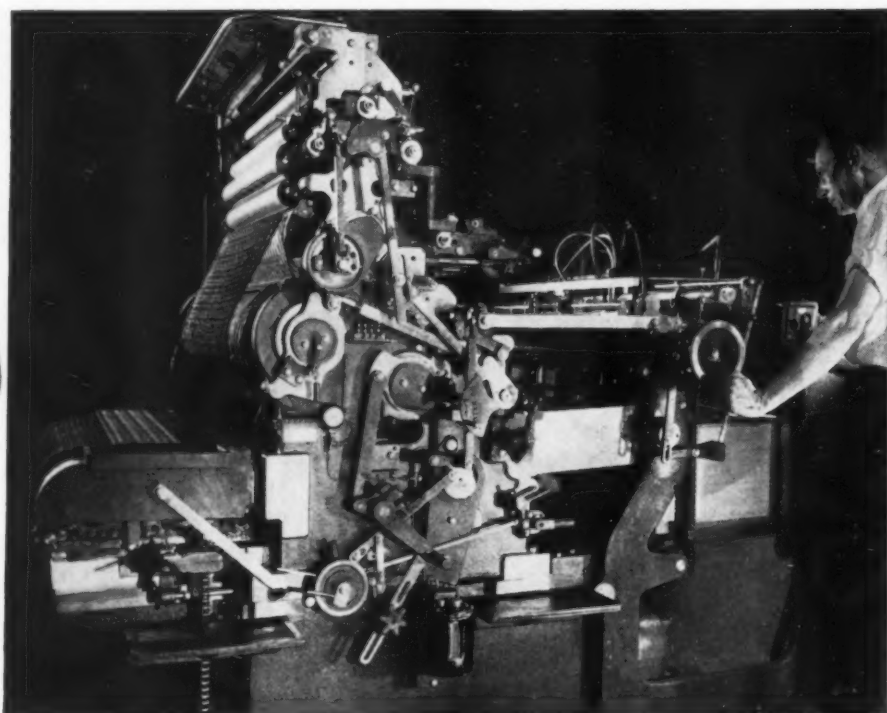
Foto Fix, the concentrated, high speed, long lasting, prepared fixing bath is available through dealers in every city shown above. You will find a dealer near you. Ask him about FOTO FIX.

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| <b>BOSTON</b><br>Bridgeport Engr. Supply Co.<br>451 Atlantic Ave., Boston 10<br>The Pitman Sales Co.<br>156 Pearl St., Boston 10<br>Roberts & Porter, Inc.<br>88 Broad St., Boston<br>W. Oliver Tripp Co.<br>287 Atlantic Ave., Boston 10 | <b>BUFFALO</b><br>Bridgeport Engr. Supply Co.<br>30 Grand St., Bridgeport | <b>CHICAGO</b><br>Bridgeport Engr. Supply Co.<br>601 W. 26 St., New York 1<br>Harold M. Pitman Co.<br>216 E. 45 St., New York 17<br>Roberts & Porter, Inc.<br>622 Greenwich St., New York<br>E. T. Sullabarger<br>110 Fulton St., New York | <b>CINCINNATI</b><br>Bridgeport Engr. Supply Co.<br>1703 Carew Tower, Cincinnati 2<br>G. C. Dom Supply Co.<br>125 Pearl St., Cincinnati<br>McKinley Litho Supply Co.<br>1625 John St., Cincinnati | <b>CLEVELAND</b><br>Bridgeport Engr. Supply Co.<br>1369 E. 119th St., Cleveland 6<br>Harold M. Pitman Co., Cleveland<br>2715 Pittsburgh Ave., Cleveland | <b>DENVER</b><br>The Chemical Sales Co.<br>1123 Seventh St., Denver<br><b>CHARLESTON, W. VA.</b><br>Merrill Photo Supply Co.<br>708 Lee St., Charleston, W. Va. | <b>DETROIT</b><br>The Douthitt Corp.<br>650 W. Baltimore, Detroit 2<br>Roberts & Porter, Inc.<br>481 W. Columbia St., Detroit | <b>INDIANAPOLIS</b><br>The H. Lieber Co., Inc.<br>24 W. Washington St., Ind. | <b>MILWAUKEE</b><br>Reimers Photo Materials Co.<br>1000 N. 3rd St., Milwaukee | <b>WICHITA</b><br>Lawrence Photo Supply<br>409 W. Douglas, Wichita | <b>MINNEAPOLIS</b><br>T. K. Gray Drug Co.<br>108 Hennepin Ave., Minneapolis<br><b>SALT LAKE CITY</b><br>The California Ink Co.<br>Salt Lake City | <b>NEW YORK</b><br>Bridgeport Engr. Supply Co.<br>601 W. 26 St., New York 1<br>Harold M. Pitman Co.<br>216 E. 45 St., New York 17<br>Roberts & Porter, Inc.<br>622 Greenwich St., New York<br>E. T. Sullabarger<br>110 Fulton St., New York | <b>NEW JERSEY</b><br>Harold M. Pitman Co.<br>1110 13th St., North Bergen, N.J. | <b>WASHINGTON, D. C.</b><br>The Phototechnical Lab., Inc.<br>36 M. St., S.E., Wash. 3, D. C. | <b>PITTSBURGH</b><br>G. D. Conard<br>204 Fifth Ave., Pittsburgh 22 | <b>PHILADELPHIA</b><br>Phillips & Jacobs<br>622 Race St., Philadelphia 6 | <b>AKRON</b><br>Metzger Photo Supply Co.<br>1091 Main St., Akron | <b>ATLANTA</b><br>Bridgeport Engr. Supply Co.<br>701 Volunteer Bldg., Atlanta 3 | <b>MEMPHIS</b><br>Dorsey Printers Supply Co.<br>125 Pontotoc Ave., Memphis 3 | <b>HOUSTON</b><br>Bridgeport Engr. Supply Co.<br>2216 Walker Ave., Houston 1 | <b>SEATTLE</b><br>The California Ink Co.<br>Seattle | <b>PORTLAND</b><br>The California Ink Co.<br>Portland, Oregon | <b>SAN FRANCISCO</b><br>Bridgeport Engr. Supply Co.<br>1075 Folsom St., San Francisco 3<br>The California Ink Co.<br>545 Sansome St., San Francisco | <b>LOS ANGELES</b><br>Bridgeport Engr. Supply Co.<br>925 West 2nd St., Los Angeles<br>The California Ink Co.<br>Los Angeles |
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**PHILLIPS & JACOBS**  
622 RACE STREET, PHILADELPHIA, 6, PA.



*The NEW  
Improved*



## ATF BIG CHIEF OFFSET PRESS

More than seven square feet are saved by putting the main drive motor under the press. Adding a step plate at the right of the delivery and a hand rail around the ink fountain increase accessibility. So does hinging the inner conveyor paper guides . . . makes it easier to take paper off the feed table. Spring caps and hold-downs on the top clamping rollers . . . hardened seats for plate-adjusting set screws . . . inside cylinder gears ground and all others shaved . . . these all make for greater accuracy. There are many more new features that make the ATF Big Chief unique for the finest quality production at the utmost economy of time and labor.

The ATF Big Chief, Chief, and Little Chief are made to handle run-of-the-hook work in sheet sizes up to 22½x29, 17½x22½, and 14x20 inches, respectively. ATF also has modern and efficient platemaking equipment and its own precision cameras . . . everything you need from darkroom to pressroom.

*Ask your ATF Salesman, or write to us for commercial samples of actual runs on the ATF Chiefs.*

**American Type Founders**

200 Elmora Avenue, Elizabeth B, New Jersey



## Retires as ALA Head



The Amalgamated Lithographers of America (CIO), recently announced the retirement of William J. Riehl (above) as president, effective January 1. With his retirement, Mr. Riehl completes 52 years of service to the graphic arts labor movement. Born in 1876, Mr. Riehl was apprenticed as a stipple artist in 1890 at the firm of Krueger and Brown, cigar label manufacturers of New York. From there he went with Heywood and Strasser, now R. R. Heywood Company, also a label house. Later, he worked for Steiner Sons & Co., U. S. Printing & Lithographing Co., R. M. Wood, Sackett & Wilhelms Lithographing Corp., Commercial Decalcomania Co., and Brett Lithographing Co.

Following the death of Andrew J. Kennedy, Mr. Riehl was elected president of the lithographer's union in 1940. He had previously been local secretary of the Artists, Engravers, and Designers League, National Secretary of the same organization and was elected to the International Council of the Amalgamated Lithographers, serving on that body for 20 years. He is retiring at the age of 71.

## LTF Elects Mitchell

R. Verne Mitchell, chairman of the board of Harris-Seybold Company was elected a director of the Lithographic Technical Foundation to fill the unexpired term of the late A. Stull Harris, president of the same company, at a meeting of the board of directors October 23 at the Book-Cadillac Hotel in Detroit.

The board confirmed new arrangements with Armour Research Foundation and Illinois Institute of Technology, whereby the Lithographic Technical Foundation took over the complete maintenance and direction of its own research staff and facilities at Glessner House in Chicago.

Among reports presented at the meeting were those of the president,

Leonard H. Knopf; the treasurer, Charles W. Frazier; the chairman of publicity and public relations, Don H. Black; the executive director, Wade Griswold; the chairman of the library fund, George Schlegel III; the chairman of the special rubber blanket research committee, R. V. Mitchell; and the chairman of the special equipment fund, George Olmsted, Jr.

Ernest E. Jones, chairman of the research committee, submitted a report of that committee's annual meeting, held the preceding day at the Book-Cadillac Hotel. H. H. Platt, chairman of the educational committee, reported the recommendations of the committee for educational activities of the Foundation during 1948.

One of the most important items of business was the adoption of a tentative budget for 1948, similar to the one for 1947, of approximately \$150,000, as recommended by the executive committee, of which Don H. Black is chairman. The intent was expressed, however, of definitely planning and endeavoring to bring the annual income up to \$175,000 so that the budget could be increased, particularly the appropriation for research, and thus more nearly fill the needs of the industry for cooperative research and education.

## Buys Colorgraphic Equipment

With the exception of a four-color web offset press, the equipment and space of the Colorgraphic Offset Co., 155 Sixth Avenue, New York, was purchased recently by Advertisers Offset Co. The latter company is now operating the plant under its own name as an expansion of its own facilities.

The former management of the Colorgraphic firm has erected a new plant at Springdale, Conn., now in operation as Web Offset, Inc. The four-color web press was transferred to the Springdale plant according to trade reports. Other equipment was also installed in the new plant. A house warming party was held at the new plant November 7.

## Rapid Roller Advances Nilles



Appointment of B. P. Nilles (above) as vice-president of the Rapid Roller Co., Chicago, has been announced by David M. Rapport, president. Mr. Nilles has been associated with Rapid Roller for 20 years and is a member of the Chicago Club of Printing House Craftsmen and of the Printers Supplymen's Guild of Chicago.

## \$5,000 McCandlish Award

The McCandlish awards for 1948, celebrating the eleventh anniversary of the poster design contest of the McCandlish Lithograph Corp., Philadelphia, Penna., have been increased to a total of \$5,000, it was recently announced by A. R. McCandlish, president of the company.

The 1948 subject will be "America, the Land of Freedom and Opportunity." Further details publicizing the contest will be sent out shortly, according to a company announcement.

## Adams Litho Founder Dies

Walter Hudson Adams, 59 president and founder of the Adams Lithographing Co., Chattanooga, Tenn., died October 20. Prior to founding the company that bears his name, Mr. Adams, was a newspaper man, later entering the advertising field with the *Pine Bluff Graphic* in Arkansas. He is survived by his wife and two brothers.

## Wichita Firm Shows Plant

McCormick-Armstrong Co., Wichita, Kansas, held open house October 29 to exhibit expanded facilities, services and equipment.



### Greeting Card Assn. Convenes

The Greeting Card Industry formally changed its name to The National Association of Greeting Card Publishers at its sixth annual meeting last month at the Waldorf-Astoria in New York. Following are the newly elected members of the executive committee who will take office January 1: Wrightson Christopher, Rust Craft Publishers, Boston; Harry Doehla, Doehla Greeting Cards, Inc., Fitchburg, Mass.; Clyde Evans, New England Art Publishers, North Abington, Mass.; Lillian Fishman, Brownie's Blockprints, New York; Joyce C. Hall, Hall Brothers, Inc., Kansas City, Mo.; Louis Katz, Quality Art Novelty Co., New York; Fred L. Maas, Paper Novelty Mfg. Co., Brooklyn; E. H. Munson; Grinnell Art Publishers, New York; Walter Phillips, Phillips Card Co., Newton, Mass.; S. L. Reinschreiber, Greetings, Inc., Joliet, Ill. and Robert H. Stoddard, Gibson Art Co., Cincinnati.

### Grinnell Buys \$1,000,000 Firm

Grinnell Lithograph Corp., New York has purchased the James Art Studio, Rochester, N. Y. greeting card and gift wrapping paper firm, it was made known November 3. The deal was reported to have involved more than a million dollars in cash. The James firm was owned by Rodney B. James, a New York state senator, who will continue in a supervisory capacity. The Rochester firm was founded in 1933 and Grinnell has been doing its lithographic work. E. H. Munson is president of the Grinnell corporation.

### Craftsmen Plan Offset Nights

Two offset nights are planned for the coming months by the Connecticut Valley Club of Printing House Craftsmen, Clifford DuBray, Brooks Bank Note Co., Springfield, Mass., has announced. The first one will be Tuesday, January 13 when Dr. Anthony George, of Sinclair & Valentine Co., is to speak on offset platemaking. At the April meeting, another evening will be devoted to offset lithography when Edgar Pickles of Livermore & Knight, Providence,

R. I., is to be the speaker. The club meets at the Highland Hotel, Springfield.

### Hagen Joins Ebco



Appointment of Jack L. Hagen (above) as mid-western district manager in charge of the Chicago office, has been announced by the Electric Boat Co., New York, manufacturers of the Willard offset press. Mr. Hagen is a past president of both the Chicago Lithographers Club and the Chicago Club of Printing House Craftsmen, and was a director of the National Association of Photo Lithographers. He attended the University of Illinois where he studied Industrial Administration.

### Triggs Addresses Estimators

Frederick Triggs, Sr., president of Triggs Color Printing Corp., New York, spoke on combined offset and letterpress plants before the Printing Estimators Club, affiliate of the New York Employing Printers Association, October 20. Mr. Triggs advised that a workable minimum of offset equipment be installed by letterpress printers when they decide to install lithographic facilities. They may learn on a conservative basis the principles of offset operation.

### Rode & Brand to Promote Litho

The creative advertising and merchandising facilities offered to the industries of the nation by lithography will be stressed in a series of informative brochures, soon to be brought out by Rode & Brand, lithographers of New York. Herbert Kaufman, consultant, will direct the sales promotion program, according to an announcement by Alfred B. Rode, Jr., president of the firm.

### MASA Meets at Cleveland

With 300 delegates, the 26th annual convention of the Mail Advertising Service Association, International, held at the Hotel Cleveland, Cleveland, October 19-22, broke all previous records.

The following officers were elected: president, Miles Kimball, Miles Kimball Co., Oshkosh, Wisc.; vice president, John McD. Kane, Advertisers Mailing Service, New York; Canadian vice president, A. W. Dicks, A. W. Dicks & Co., Toronto; Western vice-president, Paul Krupp, Advertisers' Mailing Service, Los Angeles, Elias Roos, Jack's Letter Service, Milwaukee, was reelected treasurer, and Jeannette Robinson, executive secretary. New directors are: Merril Fox, Fox Advertising Co., Baltimore; Harry Berle, Direct Mail Service Company, Cleveland, and Mr. Roos.

A plaque, awarded by the National Association of Photo-Lithographers for the best exhibit of offset work, was presented to the Paragon Printing Co. of Buffalo, N. Y.

### Philly Litho Moves

A small die-cut folder was sent out by Philly Litho Co. early in November announcing "improved facilities, improved service, improved location." The firm's new address is 10th and Winter Streets, southwest corner, Philadelphia.

### New Owners of Manhattan Firm

New owners of Manhattan Photo-lith Plates, Inc., 19 Warren St., New York, trade shop, are George Bustamente, Philip Schwartz and Nicholas Frasco. The firm specializes in offset plates up to 17 x 22" in size.

### Strike in Baltimore

A strike by the Amalgamated Lithographers of America against three Baltimore plants was called November 11. The firms involved are Gamse Lithographing Co., National Color Printing Co., and Crocker-Union. Contracts at these firms either expired or had re-opening clauses. Workers are seeking a 36¼ hour week instead of the present 40 hours. The plants were reported to be negotiating individually.

## Metal Decorators Optimistic on Future

**O**PTIMISM for the future of metal lithography, in spite of the present shortage of qualified personnel, equipment, steel and other supplies, was shown at the semi-annual meeting of the National Metal Decorators Association held at French Lick Springs, Ind., October 22, 23 and 24.

The chief problem facing the industry at present is that of obtaining adequate skilled help to meet the increasing needs. Earl E. Gray, Caspers Tinsplate Co., Chicago, presented a report for the association's research committee, and outlined recommendations for meeting the shortage of manpower. The report discussed the advantage of sending apprentices and pressmen to schools now in existence in Chicago, New York and Cincinnati. The development of these trade schools has been in the hands of educational committees of the paper lithographing industry, but Mr. Gray reported that these schools would change part of their program to fit the needs of the metal decorating industry with proper backing and cooperation from the manufacturers of equipment for the industry.

During a question period which followed Mr. Gray's report, it developed that many member firms have been sending men to these schools with excellent results. The consensus of opinion was that those men who have attended the schools are much improved in their operation of equipment and in their knowledge of the process. It was suggested that unions and employers cooperate in sending men to these schools at definite periods to bring the men up to date on lithographic improvements and processes. A few plants in the metal decorating industry have worked out in-plant training programs, it was said.

Association secretary, William Kerlin, Tinsplate Lithographing Co., Brooklyn, N. Y., reported on the results of a survey made by the association recently. The survey brought together information on the varying wages, hours, labor contracts and

union affiliations within the industry.

Winslow H. Parker, Parker Metal Decorating Co., Baltimore, president of the association, presided at some of

### Walters Heads Metro. Assn.



William H. Walters (above) of U.S. Printing & Lithographing Co., was elected president of the Metropolitan Lithographers Association, Inc., at the annual meeting held in the Hotel New Yorker, New York, October 7. He succeeds James L. Murphy of Consolidated Lithographing Corp. William Winship, Brett Lithographing Co., was elected vice-president, and George Schlegel III, of Schlegel Lithographing Corp. was elected treasurer. Walter E. Soderstrom continues as executive secretary, and William J. Stevens as secretary.

Elected as directors for a term of one year were: Victor Friedman, Crafton Graphic Co.; Paul R. Miller, American Colortype Co.; L. Schweilock, New Era Lithograph Co.; Joseph L. Viscount, Snyder & Black, and George Walsh, Offset Engravers Associates, Inc. Two year directors include: Robert Benhasset, Woodrow Offset Corp.; Albert Gerson, Gerson Offset Lithography Co., Inc.; R. R. Heywood, Jr., R. R. Heywood Company; George C. Kindred, Kindred, MacLean & Co., Inc.; and Alfred Rossotti, Rossotti Lithograph Co. Directors elected for three years are: H. B. Downing, National Process Co., Inc.; Harvey Glover, Sweeney Lithograph Co.; James L. Murphy, Consolidated Lithographing Corp.; B. S. Rosenstadt, Ardlee Service, Inc. and William J. Volz, Sackett & Wilhelms Lithographing Corp. George C. Kindred was chairman of the nominating committee. Mr. Winship was named chairman of the labor committee.

the sessions and reported that the group's next meeting would be in April, 1948, but that the place had not yet been chosen.

The meeting at French Lick Springs was different than meetings of other years in that the program included sports and social events and affairs for ladies attending. George (Buck) Frank, Sheet Metal Coating & Litho Co., Baltimore, was in charge of arrangements for a golf tournament. Fred Domke, W. H. Hutchinson & Sons, Chicago, took low gross with 94.

### Books by Offset to England

Arrangements have just been completed for the 1946 *Selections of Books by Offset Lithography* to go to the St. Bride Foundation of London, to be exhibited in London and other places in England and Scotland. The Lithographers of the selected books include Affiliated (N. Y.), Homer H. Boelter (Calif.), Colorgraphic Offset (Conn.), Columbia Lithographing (N. Y.), R. R. Donnelley & Sons (Illinois), General Offset (N. Y.), James Gray (N. Y.), Jersey City Prtg. (N. J.), Kellogg & Bulkeley (Conn.), Kipe Offset (N. Y.), Lutz & Sheinkman (N. Y.), The Manz Corp. (Ill.), Meriden Gravure (Conn.), Michaelson Litho (N. Y.), Murry Prt. (Mass.), National Process (N. Y.), Polygraphic (Vermont), Reehl Litho (N. Y.), Sackett & Wilhelms (N. Y.), E. F. Schmidt Co. (Wisconsin), Stanford Univ. Press (Calif.), Frank A. West (N. Y.), Western Prtg & Litho (N. Y.) and Zeese-Wilkinson (N. Y.).

The 1947 books were exhibited at the NAPL Convention in Detroit in October, making the sixth showing this year in as many cities across the country. The exhibit will next appear in Toledo, Ohio from where it will go to Little Rock, Arkansas and then to Dallas, Texas.

### PSA Div. to Meet

The New York Section of the Technical Div., Photographic Society of America is to study new color processes at its meeting, Tuesday December 2 at Hotel Woodstock. The meeting is to be at 8.15 p. m.



**Ferd Voiland, Jr.,  
Kansas State Printer,  
and his  
Bond Paper Pie Chart**

Ferd Voiland, Jr., Kansas State Printer, like other top men in printing, believes that bond paper should be balanced. In his bond paper pie chart, Mr. Voiland rates the appearance of the bond paper at 50 percent, and workability at 40 percent. Mr. Voiland operates one of the best equipped and managed printing plants and binderies, for its size, in the United States. He has been over the long hard road of practical experience, in the intricate details of selecting the right paper for the particular job, and in printing and bind-

ing production. Mr. Voiland is now serving his second term as Kansas State Printer.

Remember the word *balance* when you buy bond and ledger paper, as Mr. Voiland does. Men who know printing agree that no paper should be distorted in the process of manufacture to produce a high pop test, unnecessary tear strength, or unneeded folding endurance. *Balanced* Certificate Bond, Ledger, and Index are made with the correct pop test, tear and folding endurance for their fibre content.

## CERTIFICATE BOND

*Manufactured by Crocker-McElwain Co., Holyoke, Mass.*

*The Certificate Family of balanced papers, bond, opaque, ledger and index, is fabricated for modern production needs, letterpress and offset, and for typewriters and office printing machines.*

### Hold Phila. Exhibition

The 1947 Philadelphia Graphic Arts Conference and Exhibition was to be held starting November 20 at the Bellevue-Stratford Hotel, according to an announcement by Harold F. Fiedler, executive secretary. Featured at the two-day conference was to be an exhibition of the various manufacturing processing steps through which a finished piece of printing passes.

Six motion pictures on graphic arts subjects covering paper making, photo-engraving, gravure printing, lithography and letterpress were to be shown.

According to Raymond Blattenberger, of Edward Stern & Co., chairman of the speakers committee, subjects covering trends in the graphic arts field, research, photo-composition, sales, and labor relations were to be heard. Among the speakers scheduled were: Gordon Montgomery, president, Miller Printing Machinery Co.; H. R. Freund, chief engineer, Intertype Corp.; Hon. John J. Deviny, Deputy U. S. Public Printer; and Oscar A. Whitehouse, secretary, Union Employers' Section, Printing Industry of America, Inc.

The Hon. Josh Lee, former U. S. Senator from Oklahoma was to be the honor guest speaker at a luncheon according to Ralph V. DeKalb, general chairman of the conference.

### Caspers Chairman Dies

Alphonse E. Tiffault, 70, chairman of the board of Caspers Tin Plate Co., Chicago, died at Wesley Memorial Hospital in that city, October 18. Mr. Tiffault, who came to Chicago as a small boy, 60 years ago, was a director of Metal Lithographing & Coating Co., and of the Lafayette Steel Corp., also treasurer and trustee of the Women's and Children's Hospital, and a trustee of the Chicago Temple Building.

### Opens N. Y. Litho Shop

Announcement was recently made of the opening of the Finecraft Lithographic Co., at 15 E. 125th St., New York. M. Fine is the proprietor.



### Lansing Shops Choose ALA

Employees of three Lansing, Mich., lithographing firms recently severed their affiliation with the International Printing Pressmen's & Assistants' Union and have entered the ranks of the Amalgamated Lithographers of America. The employees were those of the Franklin DeKleine Co., Michigan state printer, the Beurmann Marshall Co., and Lansing Lithographers, Inc. Six years ago the Artisans Union was formed as an auxiliary of the IPP & AU, but three months ago the men shifted to the ALA. The State Mediation Board was notified that a dispute existed, and the men were allowed to decide without employer or other interference, it was said.

### Bennett Addresses Craftsmen

Paul A. Bennett, in charge of typographic layout for the Linotype Company, recently gave illustrated talks on "Type Faces at Work" before craftsmen's clubs in eleven states and Canada.

His itinerary included clubs at Atlanta, Miami, Riverside, Calif., Los Angeles, Santa Barbara, San Francisco, Sacramento, Portland, Ore., Seattle, Winnipeg, Minneapolis, Louisville, and Dayton.

In addition to addressing the Craftsmen, Mr. Bennett spoke before a number of advertising clubs on typography as used in advertising.

### PIA Elects Murphy

Clyde K. Murphy, vice-president and general manager of Blackwell Wielandy Co., offset and letterpress house in St. Louis, was elected president of the Master Printers' Section of the Printing Industry of America at the convention recently held in French Lick Springs, Indiana. The Master Printers' Section represents open shop commercial printers.

### Busch & Schmitt Expand

Busch & Schmitt, offset printers of Chicago, have recently announced their incorporation with Vincent P. Busch as president and Charles B. Schmitt as secretary-treasurer. The decision to incorporate followed the firm's move to larger quarters on Erie

St. last May. New equipment and personnel have been added to handle the expanded operations.

### Joins Roberts & Porter



Roberts & Porter, Inc., New York, has announced the appointment of David C. Atchison (above) to its sales staff in the New York metropolitan area. Mr. Atchison had formerly been associated with the National Process Co., Ardlee Service, and Lutz & Sheinkman.

### Weiler Receives "Oscar"

Mildred Weiler, *Modern Lithography's* St. Louis correspondent, was recently awarded a gold "Oscar" as first prize in the contest for the most outstanding industrial relations magazine in the St. Louis Area. The award was made by the Industrial Press Association, for her work as editor of *Good Impressions* and was based on physical appearance, editorial content, and achievement of purpose of the magazine. *Good Impressions* is the publication of the Associated Printers & Lithographers of St. Louis, and its purpose is to stimulate buying of printing and lithography.

### Chicago Typographers Elect

The Chicago Typographers Association has engaged Thomas C. Hedden as executive secretary. He succeeds Wm. Linde, who resigned this post to become associated with the O. K. Typesetting Service, Chicago. Mr. Hedden has had many years experience in trade association work in other fields. On October 23 members of the Typographers Association gathered for a dinner at the Furniture Club to welcome Mr. Hedden and to honor Frank Sherman of Philadelphia, executive director of the International Trade Composition Association. Another honor guest at the affair was Ben C. Pittsford, former secretary of the Chicago Association, who since his retirement to his country home at Three Oaks, Mich., has operated the Bird Haven Press, in that city, as an avocation.

### Chicago Alumni Meet

The Chicago Lithographic Institute on October 15 was host to graduates of last year's intensive course for junior executives. Some twenty ex-students had dinner with Principal W. O. Morgan and his staff. Charles Kaiser of Miehle Printing Press & Mfg. Co., was chairman of the alumni group, which made plans for continuing their annual get together in future years.

### Bridgeport Appoints Murphy

John Murphy has been appointed representative in the Detroit area for the line of camera and platemaking supplies of the Bridgeport Photo Engravers Supply Co., effective November 1. Mr. Murphy was formerly with The Douthitt Corp. of Detroit.

### Gets Big Press

Central Lithograph Co., Cleveland, recently received the first two-color 42 x 58 press to be produced by Harris-Seybold Co. since the war. Units of the press are shown being delivered at right.



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# LITHO CLUB NEWS



## Detroit Elects Officers

New officers and directors of the Detroit Litho Club, elected October 9 are shown above: seated L. to R.—Thomas Munce, Safran Printing Co., president; Elmer Wagner, Federal Lithograph Co., a director; Harry Rippert, Federal, a director and retiring president; standing—Sol Frenkel, Process Litho, treasurer; R. Bruce Bivens, Calvert Lithograph Co., vice-president; and Harry Friedenber, Safran Printing Co., secretary. In addition to the directors

shown above, Henry Crotean, National Lithograph Co., was also elected to the board. New members announced, include Dave Helm of the Helm Bindery, Luther Taylor, Acme Printing Ink; and Albert Albright, Alco Ink Supply Co. Forty attended the October meeting which was held at Carl's Chop House.

The club's November 13 meeting was to be held at the same place with Jeffrey White, of Jeffrey White Studios, as the speaker. Installation of the new officers was to be held.

## Cinn. Club in Full Schedule

A dinner and dance was planned by the Litho Club of Cincinnati for November 20 in addition to the regular meeting on the 11th, C. Frank Petersen, Cincinnati Lithographing Co., club educational director, announced. The affair was to be held at the American Legion Hall and an attendance of about 200 was expected.

Norman A. Mack, technical director of Roberts & Porter, Inc., was to speak at the club's regular meeting November 11. He planned to discuss platemarking and trouble shooting. In addition Mr. Mack was scheduled to give a lithographic platemarking demonstration at the November 13 meeting of the Cincinnati Club of Printing House Craftsmen.

At the litho meeting on the second

Tuesday of December, Dr. Anthony George, Sinclair & Valentine, is to speak on the chemical aspects of lithography. The club meets at Dan Tehan's restaurant.

The Cushman - Potter proving method was the subject at the Cincinnati October meeting. William Johnson of the Harold M. Pitman Co. was the speaker and about 35 attended, Mr. Petersen reported.

## Motion Picture at St. Louis

"Portrait of an Industry," was the name of a motion picture shown to the members of the St. Louis Litho Club at their meeting held in the York Hotel last month. The picture was shown through the courtesy of the Calco Division of the American Cyanamid & Chemical Co.

## LITHO CLUB GUIDE

### BALTIMORE

Tom Bowden,  
1231 North View Rd.  
Baltimore 18, Md.  
Meets 3rd Monday, Park Plaza.

### BOSTON

Joseph H. Ulrich, Secy.  
Spaulding-Moss Co.  
42 Franklin St., Boston  
Meets 2nd Wed., Hotel Gardner.

### CHICAGO

Elmer Schmalholz, Secy.  
Chicago Planograph Co.  
517 S. Jefferson St., Chicago 7.  
Meets 4th Thursday, Bismarck Hotel.

### CINCINNATI

Louis Weiss, Secy.-Treas.  
Progress Lithographing Co.  
Main Street  
Reading, Cincinnati, Ohio  
Meets 2nd Tuesday, Dan Tehan's Restaurant.

### CLEVELAND

H. H. Johnson, Secy.  
Reserve Lithograph & Printing Co.  
2342 E. Ninth St., Cleveland  
Meetings announced locally.

### CONNECTICUT VALLEY

Roger Bartlett,  
Meriden Gravure Co.  
Meriden, Conn.  
Meets 1st Friday, March, May, Sept., Nov., and  
sometimes other months, City Club, Hartford.

### DAYTON

John Heim  
Otterbein Press  
230 W. Fifth St.  
Meets 1st Monday, Suttmiller's Restaurant.

### DETROIT

Harry Friedenber, Secy.  
Safran Printing Co.  
6543 Sylvester, Detroit.  
Meets 2nd Thurs. at Carl's Chop House.

### MILWAUKEE

Howard C. Buchta, Secy.  
E. F. Schmidt Co.  
341 N. Milwaukee St., Milwaukee.  
Meets 4th Tuesday at the Boulevard Cafe.

### NEW YORK

Gerald L. Urban, Secy.  
Brett Lithographing Co.  
Skillman Ave. & Pierson Pl.  
Long Island City 1, N. Y.  
Meets 4th Wednesday, Building Trades Club  
2 Park Ave.

### PHILADELPHIA

Joseph Winterburg, Secy.  
622 Race Street,  
Philadelphia 6.  
Meets 4th Monday, Poor Richard Club, 1319  
Locust St.

### ST. LOUIS

Harold Rohne  
Letterhead & Check Corp.  
2940 Benton St.  
Open meetings in Feb., April, June and Aug

### SAN FRANCISCO

Wm. Fennone, Temp. Secy.  
Lehmann Prtg. & Litho. Co.  
2667 Greenwich St.  
San Francisco, Calif.

### TWIN CITY

Harold Johnson, Sec'y.  
2105 Stanford Ave.  
St. Paul, Minn.  
Meets last Thursday of month.

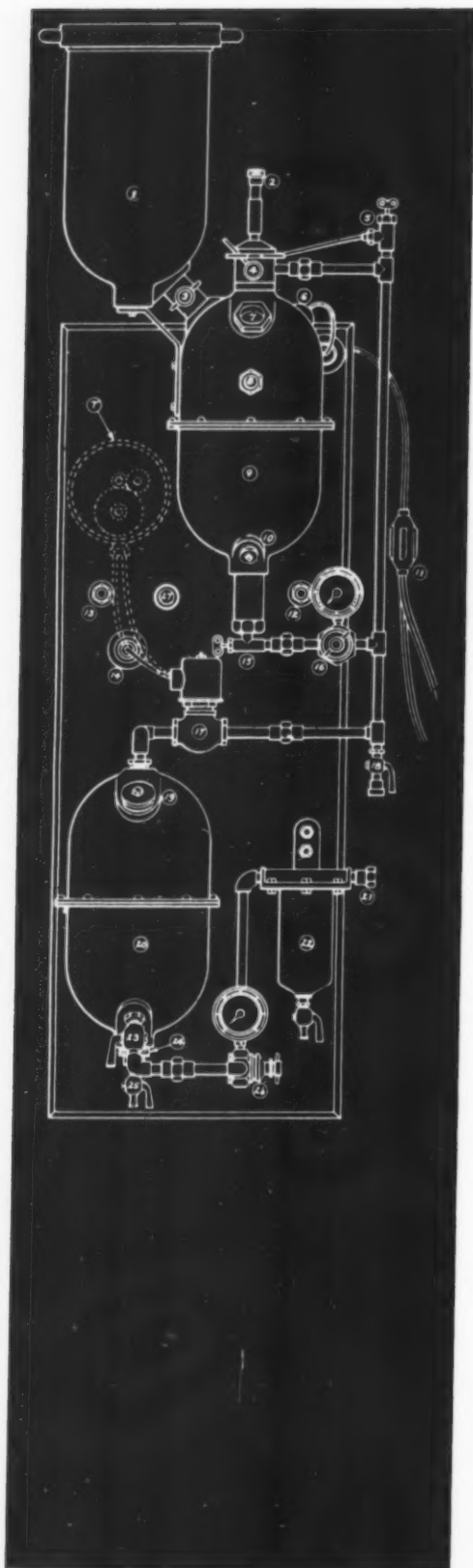
### WASHINGTON

G. B. I. Miller, Secy.  
Hotel 2400  
2400 16th St., N. W.  
Meets 4th Tuesday, Hotel 2400 (N.W. 16th  
St.)

### NAT'L. ASS'N. OF LITHO CLUBS

Ken O. Bitter, Secy.  
523 Wilton Road,  
Towson 4, Md.





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A new and desirable non-offset spray, the result of years of scientific research and development, manufactured by the Craig Corporation, New York, is now made available to the Graphic Arts industries through Roberts & Porter. Craig Dri-Spray sprays a dry powder and operates on very low air pressure. It is easy to install and operate, requires no floor space, has no moving parts, will not "clog" or "choke" and is efficient, economical, compact and durable.

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477 Selden Ave.  
BOSTON  
88 Broad St.

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PORTER, INC.**

"In Canada, it's THE CANADIAN FINE COLOR COMPANY with offices at Toronto and Montreal."

### Phila. Re-elects Strange



Elmer Strange (above), Alpha Litho Co., was re-elected president of the Litho Club of Philadelphia, October 27, at the club's annual meeting held at the Poor Richard Club. Mr. Strange headed the slate of officers which was re-elected for another year. Others are Joseph Mazzaferri, Colorcraft Co., vice-president; Joseph Winterburg, Phillips & Jacobs, secretary; and John Knellwolf, Jos. Hoover & Sons Co., treasurer.

Three directors were added to the board. They are Charles Grumbling, Lithographic Service Co.; Warren Troutman, Graphic Arts, Inc.; and Joseph Hickey, Cuneo Eastern Press, Inc. Ed Wikoff, Sinclair & Valentine Co., was added to the board as a representative of the allied trades.

The officers and board members were installed by Fred W. C. French, Lanston Monotype Machine Co., former club secretary. An impromptu program included several piano numbers by Hans Enck, supervisor of lithographic color, Edward Stern & Co., and a brief talk by Thomas H. McCabe, Jr., of the Printing Industries of Philadelphia. To conclude the evening, three sound motion pictures on problems in supervision were shown.

One hundred and eleven persons attended the meeting.

At the club's November 24 meeting, Ralph Rogers and Paul Whyzmuzis of International Printing Ink

are scheduled to speak on the IPI tri-metallic plate.

There is no regular meeting scheduled by the club in December, but a regular meeting is to be held in January. Ladies Night is also scheduled for the 31st of January, and will be held at the Broadwood Hotel.

### NALC Convention Plans Advance

On a business trip to New York last month James J. Spevacek, president of the Chicago Lithographers Club conferred with William J. Stevens, president of the National Association of Litho Clubs, on plans for the organization's convention next January in Chicago. All arrangements made to date by the Chicago committee, covering hospitality and entertainment features of the January 24 meeting at Chicago's Congress Hotel, are now set, Mr. Spevacek reports. Early this month the committee is to work out details of the convention program itself. Announcement of the complete program for the January meeting will be released as soon as possible, Mr. Spevacek stated.

### Boston, Cleveland Join NALC

The Litho Clubs of Boston and Cleveland were added to the roster of membership of the National Association of Litho Clubs, William J. Stevens, NALC president, announced at the Litho Club Clinic session of the Detroit convention of the National Association of Photo-Lithographers, Saturday October 25. The addition of these two recently organized clubs brings to 14 clubs the total membership of the national organization. Mr. Stevens also reported that the Litho Club of San Francisco was applying for membership and that new clubs were in the process of being organized at Rochester, N. Y. and Atlanta, Ga.

### Chicago Meeting Postponed

Because of the convention of the National Association of Photo-Lithographers in Detroit during the week of its regular October meeting, the Chicago Lithographers Club postponed the session one week, to October 30.

### Baltimore Re-elects Officers



Norman A. Heath, (above) president of The Photo Litho Plate Graining Co., was re-elected president of the Litho Club of Baltimore at the club's annual meeting October 20 at the Park Plaza Hotel. T. King Smith of his own company, formerly club secretary, was elected vice-president; Tom Bowden, Vulcan Proofing Co., was elected secretary, and Andrew Panuska, Crown Cork & Seal Co., was elected treasurer. New members added to the board of governors are Charles Deibel, A. Hoen & Co.; Arch Scott, Arthur Thompson & Co.; Albert Momberger, Maryland Lithographing Co.; and Edwin Perry, International Printing Ink. Mr. Perry represents the supply trades on the board.

The IPI tri-metal plate was shown and discussed at the October meeting by Ralph Rogers of the company. He explained how the plate is made with a copper image area and a chromium non-printing area.

William J. Stevens, president of the National Association of Litho Clubs, was scheduled to address the Baltimore club November 17 on the work of the NALC and its value to local clubs.

The club's Christmas party is planned for December 13.

### Milwaukee Club Elects

Roman Kaczmarek, Dosie & Johnson Co., was elected president of the Milwaukee Litho Club recently. (Story next month).



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For consistent high quality performance in your pressroom, day after day, specify Roosen Lithographic Ink. Roosen ink gives you crisp, sparkling halftones, and brilliant color reproductions worthy of your finest photography and platemaking. Call in a Roosen man today.

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Main Plant: Foot of 20th and 21st Streets, Brooklyn, New York

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			Antes San Miguel	



## Wash. Club Elects Laverine



John Laverine (above), U.S. Navy Hydrographic Office, was elected president of the Washington Litho Club, October 28, succeeding Paul A. Heideke, Washington Planograph Co. Other officers elected are: vice-president, Ernest Attfield, Kirby Lithographic Co.; secretary, Gilbert B. I. Miller, Engineer Research & Development Laboratories; and treasurer, Charles T. Williams, Federal Lithograph Co.

The new board of governors includes, from the government plants: Raymond Geegh, Government Printing Office; Alvin Gheen, Coast & Geodetic Survey; Charles Bennett, Geological Survey; Jerry Looney, Navy Hydrographic Office; and Lynn R. Wickland, Army Map Service. From commercial plants these men were named: Ward Guthrie, Guthrie Lithograph Co.; William Wilson, National Lithograph Co.; Robert Luciani, Haynes Lithograph Co.; Tom Holford, Williams & Heintz Co.; and Al Tucker, Sauls Lithograph Co. Jack Rieben, Capitol Printing Ink Co., is the trade representative on the board.

At the club's October meeting at Hotel 2400, William Falconer, Eastman Kodak Stores, New York, discussed "Where Are We Going in Lithography?" and demonstrated several new products. He said present changes are evolutionary rather than revolutionary, and that taken as a whole they add up to quite a for-

ward step in offset reproduction. He mentioned temperature and humidity controls, integrating light meters, longer life plates, densitometers, and three dimensional lithography.

Mr. Falconer demonstrated a new liquid staging solution which will peel off a negative when dry, a color transparency viewing box for standardizing viewing and color correcting, and three dimensional color transparencies. He reported that he has seen experimental offset sheets with three dimensional effects, and that 24 sheet posters with a three-dimensional lenticular screen have been tested.

"Standardization is still only a measuring stick. Good lithography

## Ruiter Heads Dayton Club

A. Gordon Ruiter, Jr., of Standard Register Co., was elected president of the Dayton Litho Club November 3, succeeding William Stittgen of Reynolds & Reynolds Co. William Brickel, National Cash Register Co., was elected vice-president, succeeding Charles Imhoff, National Manifold Co., and John Heim, Otterbein Press, was elected secretary-treasurer, succeeding Harold Holland, Standard Register Co. A new officer, second vice-president, was added to the slate and Ingram Rogers, National Cash Register Co., was elected to this post.

Plans were being made during November for a club Christmas party at a time and place to be chosen.

Below is the Dayton group which toured the Dayton Rubber Co. plant during October. Members were guests of the Dayton roller manufacturing firm for dinner.



will always require common sense," Mr. Falconer said in concluding his remarks.

A special feature of the program was the introduction of Joe Judge, old time star first baseman of the Washington Senators, and now baseball coach at Georgetown University. He talked briefly and answered questions on baseball. He presented his long-time acquaintance, John Laverine, with a baseball autographed by such old timers as Ty Cobb, Jimmie Foxx, Tris Speaker, and many others.

Another presentation during the meeting was that of a desk pen and pencil set presented by the club to Mr. Heideke, retiring president. About 75 attended the meeting.

New members announced are: James R. Peifer, Navy Photo Center; Walter L. Peregory, Federal Reserve; Kenneth J. Tilmann, William E. Malloy, John F. Metcalf, and Herman J. Schierle, all of Navy Hydrographic Office; Frank C. Voith, of his own firm; Edwin L. Wisherd and Newman Bumstead, National Geographic Society; and Frank J. Dillon, Jr., Goetz Litho Co.

The club's next meeting is scheduled for Tuesday, November 25.

## Install Willard in Wash.

A 22 x 34" Willard offset press was installed recently at the plant of Webb & Bocorselski Norris Peters, Inc., Washington, D. C.

## Install Press in Brooklyn

A Harris 17 x 22" used offset press was recently installed by George Schmitt & Co., Brooklyn lithographer.

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(A and B)  
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**SINVALCO Solution No. 4**  
Deep Etching Solution for Zinc

**SINVALCO Solution No. 5**  
Deep Etching Solution for  
Aluminum

**SINVALCO Solution No. 6**  
Lithotine Concentrate

**SINVALCO Solution No. 7**  
Deep-Etch Lacquer

**SINVALCO Solution No. 8**  
Developing Ink

**SINVALCO Solution No. 9**  
Asphaltum

**SINVALCO Solution No. 10**  
Stabilized Albumin Solution

**SINVALCO Solution No. 11**  
Litho-Kleen Concentrate

**SINVALCO Solution No. 12**  
Plate Etch for Zinc

**SINVALCO Solution No. 13**  
Plate Etch for Aluminum

**SINVALCO Solution No. 14**  
Fountain Etch for Zinc

**SINVALCO Solution No. 15**  
Fountain Etch for Aluminum

**SINVALCO Solution No. 16**  
Stabilized Gum Solution  
Lithotine

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S E R V I C E F R O M C O A S T T O C O A S T

### Conn. Hears Two Speakers

Two speakers provided a variety of interest at the November 7 meeting of the Connecticut Valley Litho Club, meeting at the City Club, Hartford. The speakers were Ed Rude, chemist for Kohl & Madden Printing Ink Co., and Michael A. Bruno, research supervisor of the Lithographic Technical Foundation Laboratory in Chicago.

Mr. Rude, the first speaker, told of a new ink being marketed by his firm which has been developed for lithographing on Champion "Kromekote" paper, which has an exceptionally high gloss finish. The ink is fast drying to produce more gloss, and is reduced by a special reducer. It is entirely different from regular lithographic inks, and will pour from the can. The inks are composed of a toner and synthetic vehicle. Press sheets of various types of subjects were passed around for inspection.

Mr. Bruno explained that research is more than merely getting an idea. The idea must be made to work in production before it is of value, he said. Everything that comes out of the LTF laboratory must first be tested for months in the laboratory and then further tested under production conditions in commercial shops. He declared that the Foundation now includes in its membership firms which represent about 80 per cent of the dollar volume in the U. S., and that many foreign firms are members.

He told of some of the achievements of LTF research in albumen plates, deep etch standardization, blankets, paper humidity, and tone control.

"We are not trying to eliminate the craftsman, but to help him," Mr. Bruno said, and added that only by research and education can the future of lithography be secured. "One of the best ways to support the Foundation is to use its findings," he concluded.

Business of the evening included the election of Frank Poll, Club president, as the club's representative at

the convention of the National Association of Litho Clubs, in Chicago, January 24.

The club's annual Christmas party is to be held Saturday evening, December 6 at the Highland Hotel, Springfield, Mass. Ted Randall, Roberts & Porter, is chairman.

The next regular meeting of the club is to be the first Friday of February.

### N. Y. Hears Gegenheimers

William Gegenheimer, offset press engineer and consultant, and his son Harold, engineer of the Printing Machinery Div., Electric Boat Co., manufacturers of the Willard offset press, were to be the speaking team for the November 19 meeting of the Litho Club of New York. The two men were to speak on the problems involved in the designing and manufacture of an offset press. The meetings are held at the Building Trades Club, 2 Park Ave.

The club has announced plans for its annual Christmas party to be held Wednesday, December 10, at the same place. Jack Maguire, Offset Engravers Associates, club program chairman, said entertainment and other features were being arranged early in November.

At the club's October 22 meeting, C. V. Morris of Reinhold-Gould, Inc., gave a spirited talk on new developments in paper. In discussing coated papers Mr. Morris held a quiz to test the knowledge of those present. He offered samples of other letterpress and offset reproduction work on coated stock and challenged those present to tell which was which. A great deal of interest was shown by the 75 members and guests. A question period followed Mr. Morris' talk.

New members recently admitted to the club are: William S. Ryan, Auto-graphic Register Co.; Merwin S. Levine, Mercury Lithographing Corp.; Arthur W. Fiehn, Meehan-Tooker Co.; Eugene R. Miller, Acweltone Corp.; Alexander J. Zinner, L. H. Philo Corp.; Melvin Gevert, Colortone Process Co.; George H. MacClintock, New Era Lithographing Co.; and Anthony F. Co-cuzza, Wright Photo Offset.

### Twin Cities Meets

A vote on by-laws and a motion picture were scheduled for the twin Cities Litho Club meeting at Esslinger's Restaurant October 30. Honor guests at a previous meeting were Ken Robinson, president of the Minneapolis Club of Printing House Craftsmen, and Gordon Bartels of Gordon Bartels Co. The latter addressed the club on metal lithography. Recently admitted as new members were Barney Skowars of Eastman Kodak Company and William Hoppe of Swytha Prtg. Company.

### Fleming Heads Label Group








Ted Fleming, vice-president of Fleming-Potter Co., Peoria, Ill., was elected president of the Label Manufacturers National Association at the group's annual meeting held November 6, 7 and 8 at the Edgewater Beach Hotel, Chicago. He succeeds Joseph Thomas, U. S. Printing & Lithographing Co., Cincinnati, to the office. Alfred J. Weinsheimer, president of the Magill-Weinsheimer Co., Chicago, was elected vice-president; Joseph M. Davidson, president of Piedmont Label Co., Bedford, Va., was elected treasurer; and Charles R. Cosby continues as executive secretary.

Four new directors were elected. They are Hal W. Johnston, executive vice-president of Stecher-Traung Lithograph Corp., Rochester and San Francisco; George Langlois, vice-president of Schmidt Lithograph Co., San Francisco; and Henry F. Scheetz, Jr., president of Fuller Label & Box Co., Pittsburgh.

### Einson-Freeman Appoints

Albert Hailparn, executive vice-president and director of sales, Einson-Freeman Co., Long Island City, N. Y., and Fairlawn, N. J., recently announced the appointment of J. J. Twyford as consultant on point-of-purchase promotion. At the same time, the appointments of William R. Tower and Henry L. Ross as the company's representatives in New England, with headquarters in Boston were announced.



**D**o your customers know the best way to establish an Air Mail policy?  How Air Mail can reduce office expense?  When it pays to use Air Mail?  This new U.S.E. booklet, "HOW TO PUT AIR MAIL TO WORK", answers these and many other questions about Air Mail in a way that gets and holds a businessman's interest.  From cover to cover it's fact-packed with attention-getting data your salesmen can pass along to your customers as an extra service — *and get extra business!*  "HOW TO PUT AIR MAIL TO WORK" is being distributed *free* through your paper merchant.  Ask him for your copy today.  It's a sales tool you'll *need and want.*



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work sheet of two-color Air Mail electros, available through your paper merchant at cost, which can be used to convert regular stationery.

proof that Air Mail can reduce office expense, expedite purchase orders, solve billing problems.

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## EQUIPMENT & BULLETINS

### Sparkler Markets Filter

Sparkler Mfg. Co., Mundelein, Illinois, is currently promoting a new type water filter, designed for photographic use. Scratching and marring of negatives or prints from unclean water supply systems is eliminated by the filter's action in removing grit, sand, rust, and sediment from water, it is claimed.

Among other advantages claimed for the product, is its ease of attachment either vertically or horizontally in a small space, and its long life, disposable filter media.

The Sparkler Company also manufactures filters for removing chlorine, odors, sulfur and iron from water.

### Issue F&L Letter Index

The November issue of the Fuchs & Lang *Litho Letter* will contain a reference and topic index, listing page

number and month of issue, of items which have appeared in the house organ since its inception in November, 1943. The index will be of the same pocket size and format as the previous editions. With a current circulation of 10,000, the *Litho Letter* is now printed in English, Spanish and Portuguese. Copies may be obtained free of charge from the Fuchs & Lang Div., Sun Chemical Co., 100 Sixth Ave., New York 13, N. Y.

### Index Lists Gov't. Reports

The third volume of a comprehensive *Index* to the tens of thousands of reports on wartime technological developments in the United States, and in Germany and other foreign countries was released August 22 by the Office of Technical Services, Department of Commerce.

The Index is intended for use with *OTS Bibliography of Scientific and Industrial Reports*. Published weekly since January 1946, the *Bibliography* lists all reports acquired by OTS and contains a brief abstract of each. The *Bibliography* is on file at most large public libraries and is also available from the Superintendent of Documents, Government Printing Office, for \$10 a year.

The third volume of the *Index* provides a ready reference to 13 issues of the *Bibliography* from October 4 to December 27, 1946 inclusive. It also includes reference to the German patents in chemistry, electronics, scientific instruments, photographic equipment and processes, and transportation equipment which were listed in the *Bibliography* during this period.

### New Kodak Booklet

The Eastman Kodak Co., Rochester, N. Y., has just issued a book, "Kodak Films for the Graphic Arts,"

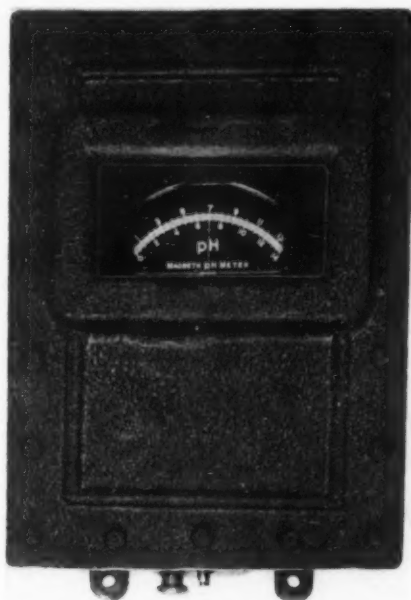
covering Kodak, Kodalith, and Kodalith films. Contrast, color sensitivity, speed, and other photographic characteristics of the films are described. The book may be obtained by writing to the company's Graphic Arts Sales Division.

### Markets Roller Lathe

R. K. LeBlond Machine Tool Co., Cincinnati, has announced the production of a new lathe claimed to be designed especially for polishing rubber rollers. The lathe, available in six sizes, has been named the Regal Rubber Roller Polishing Machine.

### Announces Blanket Restorer

Carol Products, Brooklyn, has announced a new product, "Re-Vitalizer," designed to soften rollers and restore blanket resiliency. According to the manufacturer, the new product is applied to the rollers and blankets after the wash-up.



The Macbeth Corp., New York, has announced the production of a new pH meter (above), claimed to be explosion proof. The instrument is of the line operated, direct reading, continuous operating type and is provided with a connection for operating a recorder at a remote position.



The use of Air Mail for business is promoted in a new sales promotion portfolio, (above) "How to Put Air Mail to Work," currently being distributed by the U.S. Envelope Co., Springfield, Mass. The portfolio contains an official Post Office Air Mail route map, styles and sizes of business envelopes, and samples of regular letterheads adapted for Air Mail purposes.

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**Craftsman** LINE-UP and REGISTER TABLES



### Lawson Demonstrates Cutter

Following an introduction to over 150 representatives of the printing and binding fields by David Schulkind, president of the E. P. Lawson Co., Harvey Glover of Sweeney Lithograph Corp., Belleville, N. J., broke champagne bottles on the Lawson 46" and 52" paper cutters at a demonstration held at the New York showrooms of the equipment manufacturing company, October 20.

The new cutters are named after the number of inches between up-rights. The "46" handles 45 inch stock and the "52", 50 inch stock. Optional equipment includes a motor operated back gauge and an automatic spacing device.

### Tickle Promotes Service

Arthur Tickle Engineering Works, Brooklyn, is currently promoting its press cylinder reconditioning service. Damaged cylinders are sprayed with special metals, which it is claimed, give increased hardness and corrosion resistant properties. After spraying, the cylinders are precision ground to the original diameter, or to any desired diameter. The thickness of the sprayed metal is controlled and ranges from 1/32" to 1/8". The company also repairs scored ink fountain and dampening rolls, eccentric bearings, shaft journals, and a variety of other printing equipment parts.

### Issues Monthly Paper Prices

C. V. Morris, vice president of Reinhold-Gould, Inc., New York paper distributors, recently announced the publication of a paper price list, to be mailed to buyers during the last week of every month. Said to be the result of a survey among 265 buyers, the list is designed to keep buyers of paper, bristols, boards and envelopes accurately abreast of price fluctuations.

### Issues Optical Research Bulletin

American wartime research for the prevention of deterioration of optical instruments, photographic equipment and other material in tropical climates is summarized in a report now on sale by the Office of Technical Services, Department of Commerce,

Washington 25. Among the contents are a fungicidal treatment for film negatives and an effective method for controlling deterioration of camera parts. The summary report, PB-81801, entitled "Tropical Deterioration of Equipment and Materials" costs \$3.50.

### New ATF Non-offset Gun

Details on the new ATF dry power non-offset gun, which recently completed field tests in Chicago and New York plants, have been released by the American Type Founders Sales Corp., Elizabeth, New Jersey. According to a company announcement, complete dry spray equipment consists of a portable compressor, with choice of five electrical types, single or double press bracket or floor bracket models to fit any make press, and a dry powder spray, available in 1 1/4 pound containers to 100-pound bags.

Among claims made for the new equipment are easier over-printing, reduced washup time, even distribution of powder on sheets being printed, and a resultant smooth finish. The gun operates on 10 to 15 pounds of air, it is said.

### New Robertson Booklet

R. R. Robertson Co., Chicago, has just published a booklet describing its line of photographic equipment. The booklet contains illustrations of cameras, whirlers, plate etchers, cutters, and other equipment. Copies are available from the company.

## NAPL CONVENTION

(Continued from Page 37)

salesmen, and urged an extensive course in advertising and sales promotion for men chosen after testing of their abilities. He outlined various steps which should be included in the training of salesmen. (This talk will be covered more fully in a coming issue.)

### Changing Economy

"Great masses of people in the United States don't understand what freedom of enterprise means to them," declared Dewitt M. Emery, president of the National Small Business Men's Association, as he called for

education in the American way of life. "The American people are running a race between education and catastrophe," he said, and declared that "we must see that education wins." American workers work only one-half as many hours in a year as those in most countries, he pointed out, and yet many of our workers are led to believe that economic systems abroad are superior to ours. Freedom of opportunity in the U. S. is the big difference, he said.

It is the responsibility of business to see that people understand what freedom of enterprise means to them, he said. "Their judgement is no better than their information, and much of their information comes from labor leaders," Mr. Emery asserted.

As for national affairs, Mr. Emery declared that small business men need to "get up on their hind legs" about present government spending. The 1948 budget is four times what President Roosevelt's administration spent in any peacetime year, he revealed.

### Congressman Hartley Speaks

Any attempt to interfere with the right of any worker to go to his job if he wants to, free from harm to himself or members of his family, would become a federal crime under a new proposition to be introduced to Congress at its next regular session, Representative Fred A. Hartley, Jr., (Rep.—N. J.) declared as he delivered the highlight address of the convention. The issue is simply one of law and order, he said, and congressional investigation has shown that, generally speaking, law enforcement at the local level has not been quite as adequate as it might be. We must decide if anyone or any group is above the law of the land in this country, he declared.

Congressman Hartley said further that he proposed to introduce another measure to apply the Sherman and Clayton Acts, (the anti-trust laws) against labor monopolies in the restraint of trade in the same manner as those laws are applied to business. This, he said, would be done if the Taft-Hartley Law proves inadequate to meet such problems as the coming ban on all recordings by James C. Petrillo's union.

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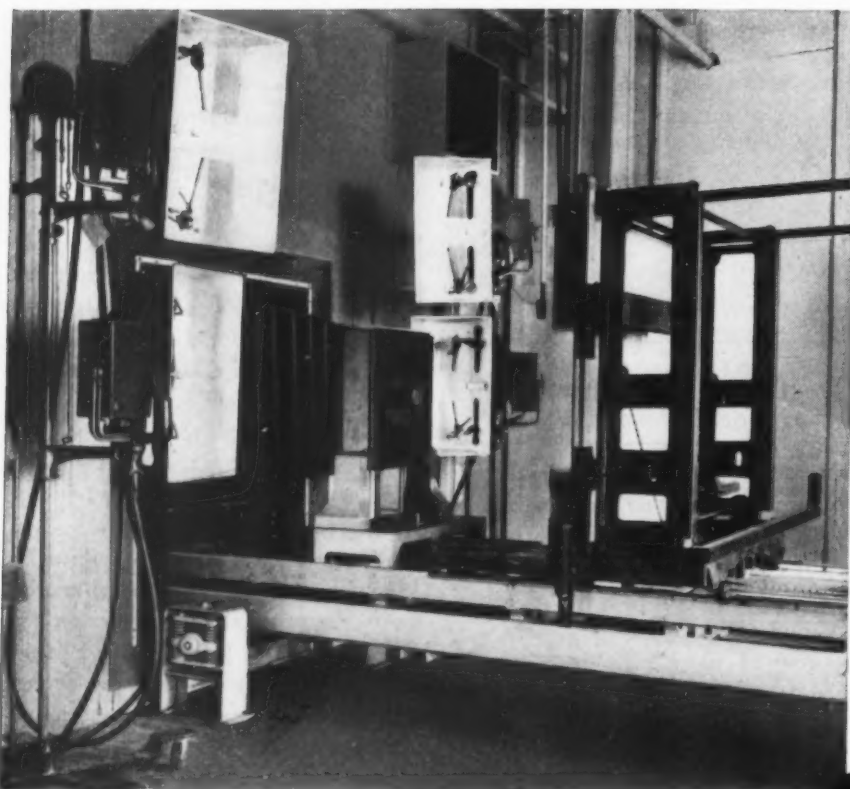
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The speaker outlined the various provisions of the new Act and ridiculed the tag "slave labor bill." "Every protection the individual worker ever had in the Wagner Act against abuses by employer bosses is still intact in the Taft-Hartley Law. All we have added, however, is protection for the individual worker against abuses by labor bosses. And that is why the labor bosses don't like the Taft-Hartley Law. What are those protections? First of all every labor organization has got to keep its members acquainted with the financial status of its organization. They have to file financial reports. No longer can the head of a union rip up a worker's card and say 'You are no longer a member of the union,' because today a member can be fired from the union only for non-payment of dues. No longer can fines be excessive, no longer can initiation fees be excessive. We have evidence where initiation fees to unions run as high as \$1,500 . . . . A West Coast union fined seventeen of its members, who had the audacity to go back to work during the course of a strike, a total of \$227,000 . . . . I am not suggesting that all of labor should be dubbed with these abuses. I am merely telling you that all we are doing is correcting this type of abuse, and are in no way interfering with labor's legitimate rights."

He reminded his listeners that the vote by Congress to over-ride the President's veto, incidentally a majority of both political parties, was the greatest vote in the history of the Congress in over-riding any President's veto.

"In recent years there has developed a philosophy among certain of the labor leaders which goes in so many words, 'Get as much as you can for doing as little as possible.' As long as that philosophy prevails we cannot increase wages and reduce prices. I think we might well follow another little bit of philosophy: 'If you want to get more for the dollar you spend, give more for the dollar you earn.'" He quoted Lincoln: "Property is the fruit of labor. It is desirable, it is a positive good in the

world. That some may be rich shows that others may become rich and hence is just encouragement for industry and enterprise. Let not him who has no house pull down the house of another, but rather, let him work diligently and build one for himself, thus assuring that his own will be safe from violence when built."

In conclusion, Congressman Hartley said, "All we are trying to do in this Taft-Hartley Act is to write

some equity into the law and to protect the public interest. I am thoroughly satisfied when I say, in all sincerity to you today, that if management doesn't believe the Act to be quite adequate, and if labor thinks it is drastic and unworkable, all I ask of labor and management is to give the Act a fair trial, a fair chance to operate. If you do that, I am satisfied that we are going to embark upon the greatest era of industrial peace and economic prosperity that

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we have experienced in many and many a decade."

#### Litho Club Forum

A packed auditorium greeted William J. Stevens, president of the National Association of Litho Clubs, as he opened the Saturday morning Litho Club session with a talk on The Value of Litho Clubs in the Lithographic Industry. "The local Litho Club has three prime objectives, which are usually found in the clubs' own constitutions: to promote the lithographic industry; to help each other with everyday problems; and to promote friendship and good will among the members." He suggested the addition of another item—enthusiasm. He pointed out that Litho Club men needed to be salesmen—selling the club to others and selling the lithographic process in general.

Mr. Stevens told of the work of the national association in supplying information on programs for local clubs, in arranging with the Lithographic Technical Foundation for audio-visual material for programs, and in making technical information available to local club members without charge.

In the forum of technical problems which filled out the full Saturday schedule, Fred Siggins of Siggins & King, Detroit lithographing firm, first president of the Detroit Litho Club, was moderator for the morning session. Thomas Munce, Safran Printing Co., new president of the Detroit club, presided at the afternoon session. Members of the panel of experts were Elmer Wagner, Jr., Federal Lithograph Co., Detroit; G. L. Erikson, Braden-Sutphin Ink Co., Cleveland; Ernest E. Jones, Graphic Arts Corp. of Ohio, Toledo; John Murphy, Bridgeport Engravers Supply Co., Detroit; A. D. Kirkpatrick, Rapid Roller Co., New York; Norman Mack, Roberts & Porter, Inc., Chicago; Carl Munz, Central Ohio Paper Co., Detroit; Bernard Sears, Graphic Arts Corp. of Ohio, Toledo; Michael H. Bruno, Lithographic Technical Foundation, Chicago; and A. P. Reynolds, S. D. Warren Co., Boston.

Questions handed in from members of the audience covered a wide range

of subjects in lithography. A number of persons participated in the discussions from the microphone placed on the floor for the audience. These participants included K. O. Bitter, Gamse Lithographing Co., Baltimore; Dr. Anthony George, Sinclair & Valentine Co., New York; Bruce Bivins, Calvert Lithographing Co., Detroit; Dr. Paul A. Hartsuch, Lithographic Technical Foundation, Chicago; Elmer Strange, Alpha Lithograph Co., Camden, N. J., who is president of the Litho Club of Philadelphia; and Prof. Robert F. Reed, Lithographic Technical Foundation, Chicago. Ernest Baudhuin, Graphic Arts Process Co., Detroit, gave a special presentation of the Ozachrome Color Proving Process, and showed samples of transparent proofs made direct from color separation positives. (Mr. Baudhuin was the author of an article on this subject in *Modern Lithography*, July, 1947, page 34.)★★

## PREPARATION PROFITS

(Continued from Page 40)

First, by obtaining more complete control of the purely preparatory phases of our work, we will step up the overall quality of lithographic printing, thereby improving the popularity of lithography as a printing process.

Second, by eliminating the number of our outside purchases, we will reduce the percentage of our costs on which we now have to charge our clients two profits and two commissions . . . thereby placing ourselves in a more favorable competitive position as compared to the letterpress printer.

Third, and most important, we will improve our ability to make a good profit on every job . . . improve our ability to operate our plants on a profitable basis, month in and month out!

From the standpoint of this third benefit alone, it is just plain good business for us to develop self-contained plants as fast as it is possible. It is good business to keep them as

up to date as we can, by following closely each new development in lithographic facilities and techniques.

As I have already pointed out, the big share of our profits must come from labor and equipment producing within our own plants. If we are dependent on press time alone for our profits, as the average letterpress printer is, we will often be tempted to take business on which we cannot make a legitimate profit, just to keep our presses busy . . . just to pay our overhead.

This is exactly what happened in the letterpress field during the slow business years prior to World War II. In an effort to keep their presses busy on the reduced business available at that time, the letterpress printers became so highly competitive that many of them were forced out of business by their heavy losses or their inability to make any profit on their investments.

At the same time, during those trying years, right here in Detroit, the typesetting houses, photo-engravers and binderies handling preparatory work for the letterpress printers, not only weathered the storm, but many of them continued to earn handsome profits while some of the oldest, largest and most reputable letterpress printers were being compelled to close their doors.

In planning our future, to make our plants as self-contained as possible, I do not mean to imply that we should attempt to accomplish this end over night. It must necessarily be a gradual and continual development . . . one department at a time . . . according to the dictates of our individual volumes and requirements.

Neither do I mean to imply that there is not a definite place for trade plants in the lithographic field. Every lithographer has need for the services they render when his volume of work exceeds his own capacity to produce. He also needs the trade plants when he has a specialized job . . . one which cannot be handled with his present facilities.

Today, only a few of the largest lithographers have vertical organiza-

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tions encompassing all of the facilities which many of us plan to have in the future. Until such a time as business warrants the installation of such additional equipment, the great majority of us will depend on the trade plants for some portion of our preparatory needs. In addition, new companies entering the lithographic printing field in the future will also require the services of the trade plants during their periods of growth and development. For these reasons the lithographic trade plants are probably here to stay.

The next logical questions we might ask are: what is a self-contained lithographic plant? Of how many and what specific preparatory departments should it consist?

From the standpoint of an ideal plant set-up, I believe that it will pay us all to consider the development of separate and distinct preparatory departments for:

1. Platemaking
2. Art
3. Photography
4. Composition

Let's discuss these departments, one by one, in regard to their feasibility, desirability and profit potential.

*(Next month Mr. Baker will discuss these departments in more detail in Part II of this article.—Editor)*

## PRODUCTS, PROCESSES

*(From Page 63)*

individuals who handle such transparencies in the reproduction process.

The Macbeth Chromocritic Viewer was designed and constructed to provide a means for all who view a transparency to see it under uniform illumination.

The viewer, which has a maximum illuminated area of 12" x 12", contains two adjustable sources of light which can be varied in desired proportions to achieve any gradation from daylight to incandescent light quality, with color temperatures between 2600 and 8000 degrees Kelvin, in varying intensities. The outstanding feature of the device is the meter circuit which makes it possible to establish the circuit conditions for

the light under which the transparency appears best and then reproduce that light quality anywhere, anytime on any Chromocritic viewer.

Having thus once established the desired visual appearance of the color transparency, the identical condition can be duplicated throughout the shop for the benefit of the photographer, dot-etcher, proofer, pressman, etc. From the first examination of the transparency to the final check — the Chromocritic system provides a means of uniform reference.

### Register and Lay-out Tables

Craftsman Line-Up Table Corp., 49-59 River St., Waltham 54, Mass., Several improvements have been made which include the use of cold cathode illumination on all models of Craftsman tables. This light requires no thermal starters hence comes on to full intensity instantly. It is a cooler and softer light without flicker.

Two improvements on the Photo-Lith layout and register tables are interchangeable vernier dials on the spacing mechanism and graduated rules on the rails. In addition, knuckle joints have been provided to permit raising the rails to a height of  $\frac{3}{4}$ " of an inch above the glass. This permits handling thick copies such as paintings and other art work, glass, etc., for squaring-up, applying register marks, etc. The tables are available in five sizes from 25" x 38" to 62" x 84".

### Master Film Dryer

Phillips & Jacobs, 622 Race St. Philadelphia 6, Pa. The Master film dryer utilizes a double bank of infrared lamps through which the film passes at a pre-determined rate. Films are suspended from a circular hanger which revolves, thus subjecting the films to infra-red radiation for a short but fixed time interval. Upon leaving the radiation chamber the films are cooled by air draft from a small fan. Drying time is from 3 to 5 minutes. Because of the rotating principle and minimum radiation time, films may be subjected to as many cycles as desired or necessary without fear of damage. The model shown at Detroit has a capacity of 36" in film length. Models with larger lamp housings

are available with larger capacities.

### Roll Film Camera, Offset Type

Chemco Photoproducts Co., Inc. Glen Cove, New York This is a constructed type camera designed and constructed to permit operation at high speed on both film and paper negative material. Most of the production features are incorporated in the rear camera box. In the upper part of the box is a magazine to hold the rolls of film or paper, each of which may be of the same or differing widths up to a maximum of 21". Thus, the magazine may be loaded with three rolls of the same film or paper of different widths, or with three different types of sensitive material such as regular film, stripfilm and paper. The operator can, at will, bring any one of the three into position for use. The versatility of this feature is obvious in shops where a variety of sensitive materials are alternately required.

Once the film is loaded in the magazine, the operator controls the choice and size of film by means of three cranks conveniently located on the side of the camera box. Regardless of the length of the film desired, it is always automatically centered with the optical axis by a self-centering mask or shutter. The sensitive material is held in the image plane by vacuum. Under the film dial is a knob attached to a rotary knife by means of which the exposed film is cut from the roll. The exposed film may be removed from the camera immediately or accumulated for later processing in the light-tight cabinet in the base.

The camera is furnished with single or double screen mechanism. Screens are rapidly moved into, or removed from, the image field by screen lowering and raising devices. Either screen or no screen can be used at the option of the operator. A compensating lens to retain uniformity of focus and register for screen and line settings is available.

Aside from the novel features of the camera box, all other camera operations are similar to conventional camera operations. ★★

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### Burtanger Joins S. & V.

Fred Burtanger, formerly superintendent of Reynolds & Reynolds Co., Dayton, Ohio, lithographer, recently joined Sinclair & Valentine Co. He will be located in New York.

## TRAINING

(Continued from Page 39)

founders and the reception other lithographic concerns gave to the proposal was so encouraging that definite plans were made to start the school. Early active support was accorded the plan by Charles Latham of the Lithographic Technical Foundation. Mr. Latham came to Boston to explain what steps were necessary to get a planned program under way.

All the facilities of the Foundation were offered to aid in the establishment of the school. All the courses offered by the Foundation were completely outlined. Teaching manuals, work sheets, and text books were made available and many valuable suggestions were offered by Mr. Latham.

But it was not all smooth sailing. The three-man organizational committee soon found itself entangled in the red tape of employer problems, union regulations, the Veterans Administration, State Board of Education, State Apprentice Training Board, Wage and Hour Board, and complications between G. I. and civilian apprentices. While slowed down to some degree by these obstacles, the committee, nevertheless, continued to move ahead, hacking at and dissipating the problems that faced it.

Securing competent craftsmen with the ability to pass their knowledge on to the students was one of the earlier problems. In recruiting outstanding craftsmen from the industry in the Greater Boston Area for instructors' roles, the committee passed over to the Massachusetts State Board of Education the responsibility of training this potential faculty. Under this sponsorship all instructors were subjected to a special course in teaching. The merits of following this policy have been encouraging and the entire

faculty of the school deserves praise for the professional manner in which it handled its teaching assignments.

Enrollment in the apprentice training program at the present time is limited to 80 students, taught by 11 instructors. Approximately 40 students are on the waiting list. The student body consists of both veterans and civilian apprentices. The Veterans Administration furnishes all text books and tools for the veteran. Texts for civilian apprentices are supplied by the employer sponsoring the civilian apprentice, but the student furnishes his own tools. With the school in need of about \$1,000.00 to cover the cost of teaching manuals, it was decided to assess each participating employer a fee of \$10.00 per student per school year, or \$40.00 per student for the full 4 years' course.

There is no tuition cost for the student to pay. On the other hand, the student receives no compensation for time spent in class. The employer and the apprentice are indentured in accordance with an agreement called "Standards of Apprenticeship for

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Lithography" which was formulated jointly by the school and the Amalgamated and approved by the State Division of Apprentice Training. It governs the behavior of all parties. In this agreement credit for time spent in training prior to or during the war is allowed. The apprentice is also given credit for overtime hours worked toward his journeymanship.

In addition to the financial cooperation of the Massachusetts State Board of Education, which absorbs the cost of instructors and the Veterans Administration and employer contributions, an equally vital factor in the success of the program, has been the willingness of the participating concerns to open their plants as class rooms and to allow their machinery to be used to make the project practical.

Training is offered in seven fields including opaquing, stripping, camera operation, dot etching, platemaking, pressmanship and press feeder operating.

We have a total of 24 apprentices in the pressmanship course, so two press classes are conducted in different plants. We also have two classes in platemaking, one in the use of the vacuum frame and one for photo-composing. The student must have approximately 150 hours of supervised academic work per year in addition to his regular "on the job" training in his particular specialty. Classes are held in each of the teaching companies' plants from 6:30 to 10:30 P. M. one night each week, and on Saturday from 8:00 A. M. to 12 noon. The Saturday classes were arranged to accommodate plants which work more than one shift daily.

Earnestness and cooperation have characterized the students in the Training Program. The first year of operation is proving that the school is filling a long felt need. The students, (a good percentage of them veterans almost wholly in the 20 to 30 year age bracket) are maintaining keen interest that will stand them in good stead over the four year course. In fact, the interest is at such a high level among present journeymen, to attend the classes for the purpose of up-grading, that it is the school's intention to expand to include all

journeymen who may desire to attend classes as soon as additional plant facilities and instructors can be obtained.

When the students finish their apprenticeship at the end of four years, they are awarded a certificate of completion by the State Apprentice Training Division.

The support accorded the present program may be taken as a significant indication of the high regard in which this training is held by all groups. Endorsed by union officials, state and federal agencies, and by management, the program embraces technical lithography in the broadest possible way.

Starting with the text and instruction manuals from the Lithographic Technical Foundation, that are prepared by specialists in their respective fields, we feel the training program in Boston is sound. The instructors are hand picked and specially trained. The State Board of Education underwrites the bill for instructors' fees and assists the program with its background of educational experience.

Regular monthly meetings of the committee and faculty are held for the exchange of ideas and the development of new teaching aids, so that the student may benefit from alert and well organized instruction.

General assemblies of the entire student body take place periodically for "Related Instruction Discussions" so that the students may get as broad an outlook as possible on the entire lithographic process while mastering details of their own specialties.

In conclusion, I might add that in order to make sound craftsmen for our industry only those men with ability and the disposition to become outstanding in their specialty should be chosen for training.

I have tried to impress upon you the importance of the task. I hope that I will have succeeded not only in causing you to give serious thought to the problem of apprentice training, but also to inspire you into some plan of action in your own locality, for I can speak with authority and experience, that the plan *will* work, if you will get busy and do something about it.★★

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# TECHNICAL BRIEFS

From Current Literature in the Graphic Arts

Abstracts of important current articles, patents, and books are compiled by the Research Department of the Lithographic Technical Foundation, Inc. These abstracts represent statements made by the authors of articles abstracted, and do not express the opinions of the abstractors or of the Research Department. Mimeographed lists have been prepared of (1) Periodicals Abstracted by the Department of Lithographic Research, and (2) Books of Interest to Lithographers. Either list may be obtained for six cents, or both for ten cents in coin or U. S. stamps. Address the Lithographic Technical Foundation, Research Dept., Glessner House, 1800 Prairie Ave., Chicago 16, Ill.

## \*HOW TO OBTAIN COPIES

Where titles are marked with an asterisk the original articles can be furnished by the Foundation (address above) as photographic copies at forty cents per page, plus six cents postage for each four pages or PB reports can be secured from the Dept. of Commerce, Office of Technical Service, Washington, D. C., for prices quoted. Check or money order should be made payable to "Treasurer of the United States."

### Photography, Tone and Color Correction

**\*Dot Etching.** J. S. Mertle. *Modern Lithographer and Offset Printer* 43, No. 7, July, 1947, pp. 144, 146 (2 pages). The two chemical reducers that are relied on almost exclusively are iodo-cyanide and Farmer's reducer. The respective merits of these two reducers are discussed. The chief objection to the use of cyanide is its poisonous properties. However, the iodo-cyanide exerts a smoother action on the edges of the halftone dot and is much more stable than the Farmer's reducer. A series of experiments made to compare the action of the two reducers and the results of these experiments are described.

**\*Offset — is true to type.** Michael Higgins. *National Lithographer* 54, No. 7, July, 1947, pp. 30-1, 74-5 (4 pages). Claims are made that the offset process will reproduce any type face with greater fidelity than letterpress providing the plate is made carefully. Reproduction of type faces with accuracy depends on quality of the reproduction proof, and any slight distortions are further magnified by the camera lense. "Transproofs" are sharp, opaque proofs pulled on both sides of a sheet of transparent material simultaneously, then dusted with black powder for clean edges. It is claimed that transproofs (1) can be produced with through-the-sheet accuracy of .001 inch, (2) can be made on cellulose acetate with special inks, and (3) with back and front register complete opacity of type is secured. Type faces which are not constructed to allow for distortions when printed conventionally are best for transproofs.

**\*The Densitometer.** (Part I of two parts). *Modern Lithography* 15, No.

9, September, 1947, pp. 32-35 (4 pages). Excerpts from Technical Bulletin No. 4 "Optical Density" of the Lithographic Technical Foundation. A general discussion of density and the use of densitometers for reading densities on continuous tone, halftone, transparent, or opaque images.

**\*Colour Filters and Exposure Ratios.** J. S. Mertle. *Modern Lithographer and Offset Printer* 43, No. 8, August, 1947, pp. 166, (2 pages). The respective advantages of glass and film filters are discussed. Glass filters are more permanent; however, if film filters are properly cared for and stored to prevent scratches and fading they will last for many months. Film filters can be mounted on a metal or cardboard holder the correct size and shape to fit the slit in the lens where square stops are inserted. Another advantage of film filters is that there is no need to use a dummy filter for focussing because the film does not affect the focussing. The correct use of special sharp-cut filters is discussed. The importance of exposure ratios in color work is discussed. Variable factors affecting these ratios include the type of illumination. Definite exposures cannot be set for daylight, gas-filled lamps, or flame arcs. The amount of blue compared with amount of red in daylight will vary. Gas-filled lamps have a certain temperature when new and slight deposit on the bulb induces a further possibility of change in color become warmer after use. Also a composition. In the case of flame arcs the user has no control over the composition of the carbon core which in turn controls the color of light.

**Practical Aspects of Lens Flare.** J. S. McFarlane. *Journal of the*

*Photographic Society of America* 13: 344-52, June, 1947, The causes and types of lens flare are outlined and the effects on picture quality are described. In some cases, there is degradation of shadow detail and loss of color purity in the shadows of color photographs. Since flare caused by reflections from the glass surfaces of complex lenses causes the most trouble, these lenses benefit most from antireflection coatings. The index and thickness of such coatings reduce reflected light by destructive interference. The degree of flare is also dependent upon the character of the subject. Large highlight areas, open lights, and other bright highlights aggravate flare, and such subjects are therefore benefitted most by cameras having reduced flare. Specific types of subject which aggravate flare are described. A lens hood can reduce flare from some of these subjects. Reduced flare has little, if any, effect on the lens speed for black-and-white photography but can effectively add speed to lenses used for color photography. Projected images from motion-picture and slide projectors in which the optical elements have been surface-treated are improved in shadow detail and have greater screen brightness. Enlargements made with enlargers having reduced flare have improved detail in the highlights from negatives of high contrast or large shadow areas. *Monthly Abstract Bulletin* 33, No. 7, July, 1947, p. 245. (Eastman Research Laboratories).

**\*Masking for Color Correction.** Frank Preucil. *National Lithographer* 54, No. 9, September, 1947, pp. 32-3 (2 pages). A continuation of a series of articles on masking for color correction. In this article the author discusses a simple masking procedure for beginners. Even though some correction is still necessary with this method the resulting reproduction will be more true.

**"Lens-O-Matic" a Completely Automatic Lens Diaphragm Control.** Willis N. Uric. *Process Engravers' Bulletin* 337, No. 2, September, 1947, pp. 41-44 (4 pages). The author describes his diaphragm control system which is designed to close the lens diaphragm at the proper speed for every tone; closing fast at the highlight exposure and gradually reducing speed for middletone and shadow detail. It is so designed that the lens diaphragm will close two full F stops during the exposure regardless of the reduction or enlargement. The control automatically turns on the lights, starts the exposure, turns off the lights, and returns the lens diaphragm back to the starting position.

### Planographic Printing Processes

**Report on Diazo Processes Developed by Kalle Und Co., A. G.** Paul W. Dorst. Publication Board Report

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No. 27127 "Photo-Mapping and Map Reproduction" C-4. Several new light-sensitive diazo preparations and processes using them which have been developed by Kalle and Co., A-G. are described briefly. Unique among these preparations is a diazo compound which serves as a substitute for ammonium bichromate. This compound is the basis for coating solutions used in making positive and negative transparencies, and in making photolith plates from both positives and negatives. A "foil" for making continuous-tone diazo prints, and a simple method of making good Ozalid prints from tracings having weak pencil lines, are also described.

**\*Uniform Supplies and Techniques.** Charles F. King. *Inland Printer* 119, No. 6, September, 1947, pp. 49-52 (3 pages). A discussion of the need for standardization within the lithographic industry and also for specifications covering the materials used by it. This can be done only when the actual purpose of each material and operation is fully understood. The characteristic of developing inks, techniques in development of albumin plates, and desensitizing solutions are also discussed.

**\*Bi-Metallic Plates, Part III.** J. S. Mertle. *National Lithographer* 54, No. 9, September, 1947, pp. 28-9, 90 (3 pages). In this third part of an article reviewing efforts made to produce finer litho plates with various metals and processes, the following plates are discussed: Bower-Gauntlett, Strecker, Price, Deselle, Bull, Lowe, and Goodwin.

#### Paper and Ink

**Physical Characteristics of Paper.** Leslie G. Luker. *British Printer* 59, No. 353: 38-40 (March-April, 1947). This article deals chiefly with inexpensive methods for the physical testing of paper. Use of expensive instruments is only briefly discussed.

Tests are described for determining the opacity, thickness, resistance to stretch, machine direction, ink-bearing quality, and relative absorbency of paper. Instructions are also given for differentiating genuine craft brown paper and genuine greaseproof paper from imitations. *Bulletin of the Institute of Paper Chemistry* 17, No. 11, July, 1947, p. 642.

**\*Paper Problems of the Printer.** Oliver Watson. *Paper Industry and Paper World* 29, No. 5, August, 1947, pp. 673-676 (4 pages). Paper problems encountered in the printing and offset processes are discussed. Characteristics desirable in paper for these two reproduction methods are listed. Advantages of coated paper over uncoated paper, conditions affecting quality of coated paper, and problems peculiar to it are also discussed.

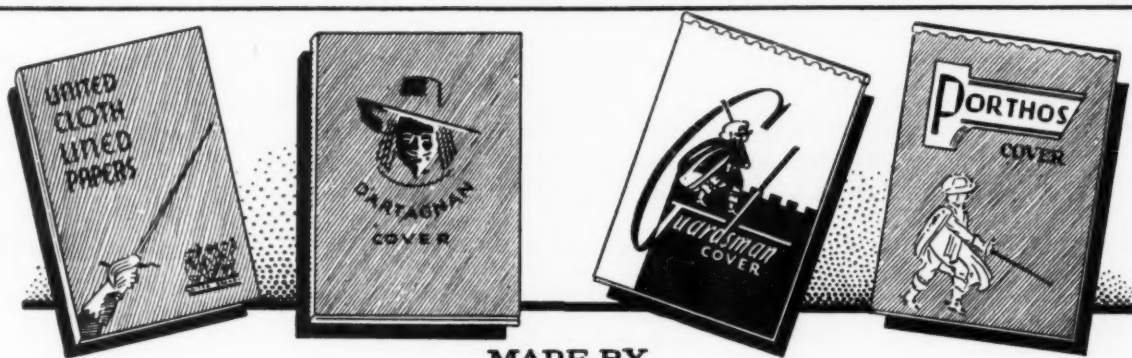
**Transfers.** F. W. Burgess, S. C. Prior, and Trapinex, Ltd. *British Patent No. 564,296* (August 24, 1943). A double-sided transfer is made by printing or otherwise forming display matter in reverse on two gummed sheets of paper, and then joining the sheets together by a waterproof adhesive, such as shellac varnish, with the paper outermost. The display matter may be of paint, and the transfer may be applied to transparent surface to be viewed from opposite sides, or to an opaque surface so that one or other side of the transfer is visible. *Abridgement of Specifications, British Patent Office, Group XVI, Section 560,001-580,000, p. 43.*

**Decalcomania Paper.** John W. Stewart, assignor to The Cuneo Press, Inc. *United States Patent No. 2,425,653*, (August 12, 1947). The method of preparing non-curling decalcomania paper, which consists in releasably bonding, to one side of a backing sheet of water absorbent paper, by a water-soluble starch-dextrose adhesive, a coating adapted

to take a decalcomania design, and covering the opposite side of the sheet with a dried layer of granular gelatine which has been swelled in a warm mixture of water and alcohol in a ratio of generally three to two. *Official Gazette* 601, No. 2, August 12, 1947, p. 299.

**\*Paper Essentials for Obtaining Best Results in Offset Printing.** *Canadian Printer and Publisher* 56, No. 9, September, 1947, p. 56 (1 page). Some fundamental considerations which will influence the estimator in his offset paper decisions are moisture, tackiness and pressure. These factors combine to change the shape and size of stock at each impression. The paper grain should always run parallel to the length of the cylinder, even for one color work. Paper should be guillotine trimmed before entering the press to provide straight, square edges. Sizing is necessary to prevent lint and fuzz to insure cleanliness of the plate and blanket, as well as to modify moisture penetration. The paper merchant and manufacturer should be kept informed of the type equipment, single or multicolor; the kind of temperature and humidity control; utility of printed material; and any peculiarities of finishing operations the paper will be subjected to. The estimator should keep in mind that the characteristics of the stock, more than any other factor, controls machine running time.

**Control of Gloss in Printing.** Harry C. Fisher, assignor to Consolidated Water Power and Paper Company. *United States Patent No. 2,419,206* (April 22, 1947). The process for producing a coated surface on paper webs which will give a mat imprint when subsequently printed with non-aqueous base inks, which consists in applying a water wetting and penetrating agent to the surface of the web and then coating the web by



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printing it with a mineral coating in an aqueous vehicle and then drying the said coating. *Official Gazette* 597, No. 4, April 22, 1947, p. 502.

**\*Problems in 24 Sheet Posters.** Robert F. Reed. *Modern Lithography* 15, No. 9, September, 1947, pp. 40-1 (2 pages). Work done by the Lithographic Technical Foundation on the problems of flagging and splitting or popping-off of posters is discussed. Flagging is caused primarily by a combination of tension in the sheet and a tendency of the sheet to curl away from the board as a result of superficial drying, while the paste is still wet underneath. This combination of forces probably exists in every poster during drying but whether or not it results in flagging depends on contributing conditions which either aggravate the tendency of the sheet to shrink and curl, or which reduce adhesion at the laps thus allowing curl to start. These conditions are described and recommendations are made for the prevention of flagging.

**\*Float Fibers—Their Effect on Printing.** T. Linsey Crossley. *Paper Industry and Paper World* 29, No. 6, September, 1947, pp. 838-840 (3 pages). The term "float fibers" includes the four following types of paper flaws: slitter dust; fibers partly enmeshed in the surface of the sheet; loose fibers between sheets in skids or rolls; and fibers whose impressions only remain on the sheet. The causes of these various types of flaws, their effect on printing, and their prevention are discussed.

**Ink Consumption and Printing Quality of Illustrated Printing.** J. Bekk. *Textil-Rundschau* 1, No. 3:75-8 (September, 1946) (In German). The author describes two laboratory procedures for evaluating the relative printing quality of different inks on the same paper and of the same ink on different papers. One procedure consists in evaluating the "blackness" of solid blacks. The second procedure is a relative evaluation of the quality of tone reproduction. *Bulletin of the Institute of Paper Chemistry* 17, No. 12, August, 1947, pp. 717-8.

#### Lithography—General

**\*May Develop Wider Web Press Uses.** *Modern Lithography* 15, No. 8, August, 1947, p. 47 (1 page). The report of the Lithographic Technical Foundation's Web Press Committee Meeting in June, 1947, indicates that web offset presses, already in wide use for specialized types of work, may find an even more important role in the lithographic industry. Inks, papers, bi-metallic plates and presses are available that will do a commercially satisfactory web offset job in monotone and color.

**\*The Graphic Arts in Europe.** Henry P. Korn. *Modern Lithography* 15, No. 9, September, 1947, pp. 42, 87, 889, 91 (4 pages). This article dis-

cusses the graphic arts situation as it is in England, France, Italy, Switzerland, and Belgium. In England, offset printing is playing a bigger part. Reproduction departments work with gallery cameras and use darkroom types only for large reproductions. Cameras are built to operate more automatically and are made mostly of metal. Little time has been devoted to new developments in Europe with the exception of bi-metallic plates, the most important ones being the Hausleiter, Aller, Alkuprint, and Coates plates. In France considerable work is being done in the fine print trade in gravure, offset and screenless offset. In Switzerland great progress has been made in the use of plastic sheets for blue line work. All of Europe's plants are in dire need of paper, supplies, and machines.

**\*Positioning and Arrangement.** E. No. 10, September, 1947, pp. 35-39 (5 pages). The positioning and arrangement designs, pages, or units for label, container or novelty printing are discussed. The amount of stock required for individual label, package, box or other piece of printing must be determined, the position of the design on this stock decided upon, then an arrangement of multiple units on the sheet and press worked out to use the least amount of paper and obtain the highest possible production at the lowest cost.

**\*Research is an Investment.** Ernest E. Jones. *Modern Lithography* 15, No. 9, September, 1947, pp. 53, 54, 59, 91, 93, 95 (6 pages). The importance of research in the lithographic industry is pointed out. The benefits derived by the industry from the Lithographic Technical Foundation are stressed. The program of the Foundation, its organization and staff, and its need for support are discussed.

**\*Back to Fundamentals.** *National Lithographer* 54, No. 9, September, 1947, p. 38 (1 page). Good offset printing depends upon the ability of ink to transfer properly from blanket to paper. Ink alone cannot accomplish a perfect transfer. Correct pressure, paper surfaces, and the condition of the rubber blanket surface are factors affecting this transfer. It is pointed out that the photographer and those working with him, usually a stripper or an opaquer, must cooperate to secure good results.

**\*Analysis of Spray Materials.** *American Pressman* 57, No. 10, September, 1947, p. 12 (1 page). The Graphic Arts Spray Manufacturers are listed. This group, under supervision of the International Printing Pressman and Assistants' Union of North America and New York Employing Printers Association, Inc., submit "run of the mill" samples of their materials to New York Testing Laboratories, Inc. periodically to be analyzed to assure that the materials are free of hazards to health when

used in non-offset spray devices. Standards set up by the Industrial Health Section of Metropolitan Life Insurance Company by which these materials are judged require that any dextrines, glucose, starches or other vegetable or fruit solids should be of edible grades; any gum arabic used should be of U.S.P. quality and free from grit and sand; and any denatured alcohol used should carry the manufacturer's guarantee that it does not contain wood alcohol or other harmful denaturing element. When materials measure up to these standards they can be marked with the Graphic Arts Spray Manufacturers' "Approved" label.★★

#### LEGAL NOTICE

Statement of ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946.

Of *Modern Lithography*, published monthly at New York, N. Y. for October 1, 1947.  
State of New York } ss.  
County of New York }

Before me, a notary public in and for the State and county aforesaid, personally appeared Robert P. Long, who, having been duly sworn according to law, deposes and says that he is the Editor of *Modern Lithography* and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation) etc., of the aforesaid publication for the date shown on the above caption, required by the Act of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (Section 537, Postal Laws and Regulations) printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business managers are: Publisher, Industry Publications, Inc., 254 W. 31st St., New York City. Editor, Robert P. Long, 254 W. 31st St., N.Y.C., Business Manager, Thomas Morgan, 254 W. 31st St., N.Y.C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Industry Publications, Inc., 254 W. 31st St., N.Y.C. Ira P. MacNair, 254 W. 31st St., N.Y.C. Grant A. Dorland, Russell Cave Pike, Lexington, Ky. Wayne E. Dorland, 254 W. 31st St., N.Y.C.

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5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is. (This information is required from daily publications only.)

ROBERT P. LONG,  
Editor.

Sworn to and subscribed before me this 3rd day of October, 1947.  
(Seal) Harriet Levine  
Notary Public, Bronx County, Bronx Co.  
Clk's No. 56, N. Y. Co. Clk's No. 524.  
(my commission expires March 30, 1948.)

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**ARTIST:** Unlimited opportunity, above usual salary creating labels and commercial finished sketches in model, air-conditioned plant located in middle west. Address Box 754 c/o Modern Lithography.

**DOT ETCHER:** Unique opportunity with unusually high wages in foremost label and commercial, air-conditioned, one-floor plant. Midwestern location. Address Box 755 c/o Modern Lithography.

**POSTER ARTIST,** Dot etch artists, steady employment. McCandlish Lithograph Corp. Roberts Avenue and Stokley Street, Philadelphia 20, Pa.

**WANTED COLOR CORRECTOR** by Southern firm. Pleasant working conditions. Some camera separation experience advantageous, or job will enable one to get this experience if interested. Can also use a cameraman and platemaker. State union affiliation if any and give other details. Write Box 756 c/o Modern Lithography.

**TWO COLOR OFFSET PRESSMAN** to operate new 35 x 45 Harris two color press in modern humidity controlled southern plant, pay excellent, job permanent, good housing available. Write giving experience and references, data will be treated confidential. Address Box 788 c/o Modern Lithography.

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**COLOR CORRECTION & DOT ETCH ARTIST:** By progressive

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**OFFSET PRESSMAN** for color proving on Webendorfer Big Chief. I. H. Sayre & Co., Lockport, Illinois.

**LITHO VACUUM FRAME OPERATOR:** Wanted lithograph vacuum frame operator and plate maker, by old established firm in middle west. Permanent position to right man. Excellent working conditions, fine city in which to locate. Address Box 760 c/o Modern Lithography.

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**PRESSMAN:** Finest color process work on coated paper, Harris Offset 22x34, pays \$2.35 per hour, steady job, modern southern plant, good housing available. Write giving experience and references. Address Box 789 c/o Modern Lithography.

**OFFSET PRESSMAN:** Experienced man on 22 or 34 inch press. Good working condition, paid vacation and holidays. Opportunity for qualified man. Apply: Adcrafters Printing & Offset Co., Inc., 1 South Frederick St., Baltimore 1, Md.

**OFFSET PROVER** for trade plant. I. H. Sayre & Co., Lockport, Illinois.

**OFFSET LITHOGRAPHER:** Working foreman desired by progressive Western Pennsylvania medium sized lithograph plant. Must be capable of taking complete charge of department. Excellent opportunity for the right man with compensation in line with ability. Write full particulars. All replies will be kept confidential. Address Box 762 c/o Modern Lithography.

**WANTED — SALES REPRESENTATIVE**—for eastern territory. Must be fully experienced halftone cameraman. Exceptional opportunity for permanent position. Salary, expenses and commission will average over \$12,000. Qualifications must be

high. Give full personal details, age, education and business experience and supply names and addresses of business and personal references. Enclose photo. Address Box 763 c/o Modern Lithography.

**WEBENDORFER PRESSMAN:** Wanted in California, experienced on 20x26 and 22x29. Black & White—some color. Steady employment. Can you qualify? Address Box 764 c/o Modern Lithography.

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**OFFSET PRESSMAN** young, thoroughly experienced on all types of offset presses, including multicolor presses; interested in position as technical sales-service representative in the graphic arts industry. Replies will be treated in strict confidence. Address Box 191, c/o Modern Lithography.

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### Situations Wanted:

**CHEMIST**: Many years experience with several prominent lithographic houses. Thoroughly familiar with ink manufacture, paper and ink problems, manufacture of deep-etch solutions, control of photographic solutions, etc. Now employed. Address Box 767 c/o Modern Lithography.

**ARTIST**: Can handle separations, dot-etch, letter, strip. Over 30 years experience. Position must be steady. Address Box 768 c/o Modern Lithography.

**PRESSMAN**: Veteran, 4 years experience in commercial lithography on 17x22 and 22x29 Webendorfer presses, seeking position in progressive shop, ambitious to progress to larger press. Willing to take job as assistant. Will travel. Have average mental ability on performance scale, high mechanical aptitude and good manual dexterity. Address Box 769 c/o Modern Lithography.

**OFFSET PRESSMAN**: With 19 years experience on high class coated stock and process work would like a position in a progressive shop doing top quality work. Address Box 770 c/o Modern Lithography.

**OFFSET FOREMAN**: Position wanted as superintendent or working foreman in shop doing high class process work on either offset or coated stock. Have had 18 years experience including some press erecting. Now employed as working foreman. Address Box 771 c/o Modern Lithography.

**EXECUTIVE POSITION**: Sought by well educated, technically trained and experienced production man, 38 years old, recently arrived in the U. S. Has wide practical background in offset, photolithography and letterpress color printing. Accustomed to highest grade work. Has in addition considerable experience in field of technical education. Address Box 772 c/o Modern Lithography.

### Business Opportunities

**WISH TO INVEST**: Three Journeymen wish to invest modest capital and services in small litho shop in Los Angeles area. Process artist, color cameraman and prover-plate-maker. Combined experience 50 years, mostly trade shop. Address Box 744 c/o Modern Lithography.

### Miscellaneous

**WANTED**: Flat bed metal lithographing press, No. 2 or No. 3. Address Box 773 c/o Modern Lithography.

**EQUIPMENT WANTED**: 22x34-S5L Harris Offset Press. Will pay cash. Bardgett Printing & Publishing Co., 105 South Ninth St., St. Louis, Mo.

**WANTED**: An offset proof press. I. H. Sayre & Co., Lockport, Ill.

### For Sale

**FOR SALE**: One 26x34" metal decorating Potter Rotary press, with complete new set of rollers. Also, one 65 foot conveyor type baking oven, sheet size, 27x33. Address Box 775 c/o Modern Lithography.

**IMMEDIATE DELIVERY**: New vacuum printing frames, whirlers, rebuilt 25-30, 110 v. Twin arc printing lamps. Complete plate making equipment. Singer Engineering Co., 248 Mulberry St., New York, N. Y. Walker 5-7625.

**FOR SALE**: (a) One pair 35 amp Gelb Arc Lamps Model 125T, excellent condition. (b) One Model 7A Macbeth double Arc Painting Lamp, reconditioned. (c) One 40" x 54" Plate Whirler, 110 volt, AC. (d) One 30" Apron Feeder, ideal print dryer, gas heated, 110 volt, AC, like new. (e) One 24" Zeiss Apo-Tessar lens. (f) One 24" Wesel Dark Room camera, serial #889, complete with 30" x 40" glass covered copy holder, ground glass and stay flat back. (g) One brand new 30" Goerz Artar lens with brand new Douthitt Diaphragm control, calibrated to lens. (h) One Brand new 19" Goerz Artar lens. (i) One 16½" Goerz lens. Many others in lenses and other equipment. Reproduction Equipment & Supply Co., 16 Liberty St., New York 5, N. Y.

**FOR SALE**: One Pease Twin Arc Printing Lamp. Recently overhauled. Operates on 110 AC 60 cycle. Address Box 776 c/o Modern Lithography.

### WANTED

Display layout and construction man familiar with cardboard construction and layout. Mid-western city. Permanent.

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**FOR SALE**: One Wilsea Paper Curing Machine with No. 4 Sitracco Fan. Capacity 6,000 sheets size 36" x 52". Address Box 777 c/o Modern Lithography.

**4 COLOR WEB OFFSET PRESS**: (2 colors on each side of web). Prints from 14 to 22 inch width rolls; up to 26 inch cut-off; 7,500 copies per hr. Excellent condition. Mfg. by Stoessel Machinery Co. of N. Y. in 1938. Priced for quick sale "As is, where is"—Apollo Ad Service, York, Pa.

**FOR SALE**: 1946 Davidson Offset Duplicator, new un-used, size 10x14. Will accept any reasonable offer. Write J. Russell McQuay, P.O. Box 988, Columbus, Georgia.

**FOR SALE**: This month's specials in high grade lenses: 9¼" F:9 Carl Zeiss Apo Tessar in barrel with iris, coated, \$211.25; 10¼" F:9.5 Goerz Apo Artar in barrel with iris, coated, \$179.50; 12" F:9 Carl Zeiss Apo Tessar in barrel with iris, coated, \$249.50; 12" F:8 Cook Process, Series V, in barrel with iris, coated, \$117.50; 15" F:10 Bausch & Lomb Process in barrel with iris, coated, \$159.50; 16½" F:9.5 Goerz Apo Artar in barrel with iris, coated, \$219.50; 18" F:9 Carl Zeiss Apo Tessar in barrel with iris, coated, \$279.50; 23½" F:9 Schneider Apo Claron in barrel with iris, coated, \$225; 24" F:9 Carl Zeiss Apo Tessar in barrel with iris, coated \$464.90; 32" F:10 Carl Zeiss Apo

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**FOR SALE:** Complete offset plant with new 17 x 22 Webendorfer press, ATF 24" camera, plate making equipment, power paper cutter, linotype, Davidson press, etc., \$20,000.00. Continue or remove. Modern Litho-Printers, Inc., Mayfield, Kentucky.

### Offset Work at Convention

Lithographers specializing in greeting cards, office accounting forms, labels and other offset products, enjoyed a generous share of the business, characterized as a "buying spree," which marked the trade show staged in connection with the National Stationers Association convention in Chicago, September 28 to October 2.

Among the more than 2,000 visitors registered were buyers from England, Sweden, India and Latin American countries, who were reported to have placed sizable orders for export. Manufacturers in every line reported that production is at an all time high and declared that a buyers' market is definitely back in the stationery field.

Rand, McNally & Co., Chicago, "unveiled" at the show its new "Cosmopolitan World" map, an offset job, 52 by 54 inches in size, showing the most recent boundary changes throughout the world. The company's various world atlases have also been brought up to date. O. E. Anderson, manager of the trade map division announced, while new editions of state maps are now available.

Philip Hano Co., 59-year old Holyoke, Mass. lithographer, had an extensive showing of its varied line of snap out forms, continuous carbon interleaf autographic register forms and other accounting forms, produced by offset on specially designed Webendorfer equipment.

### Dayton Appoints Taylor

Martin M. Taylor (right) has been appointed Chicago District representative for Dayco Rollers, according to an announcement by the Dayton Rubber Co., Dayton, Ohio. Mr. Taylor's graphic arts experience includes both production and selling. He has been in the roller business for the past 15 years.



The Hano Company, according to L. R. Hanna, general manager of the dealer division, switched to offset years ago, after a disastrous Connecticut river flood wrecked all its letterpress equipment. Because of the economy of the process and the possibilities for incorporating art work on business form layouts, the change has never been regretted, Mr. Hanna said. This art work appears as trade marks, brand names, etc.

The Hano Company, Mr. Hanna related, was the first to sell sales books west of the Alleghenies in days when books were assembled by hand and held together with wooden pegs. All operations today are done by machine and the products are delivered to every state by airplane, while extensive use is made of long distance telephone lines to maintain contacts with distant customers. These factors, Mr. Hanna said, have made important contributions to the company's business.

Gibson Art Co., Cincinnati, showed its line of greeting cards for all purposes and, under supervision of E. W. Johnson, assistant merchandising manager, demonstrations were made of the control system, promotional materials and other features of the Gibson service. Plans are being developed, Mr. Johnson said,

### Joins Reinhold-Gould



Charles DeZemler, Jr., (left) has joined Reinhold-Gould, Inc., New York distributors of printing papers, as assistant sales manager, it was recently announced by Fred H. Pinkerton, vice-president and general sales manager.

for observing the company's 100th anniversary in 1948. Among convention program speakers was the Gibson Company's vice-president, Robert H. Stoddard.

Eureka Specialty Printing Co., Scranton, Pa., featured its extensive line of gummed labels, Christmas seals, bird and flower seals, "Book-Pak" special occasion six-color seals in book form, and its 137 assorted shipping labels, produced by offset and other processes best adapted to each job. A. K. Howes, director of promotion, was in charge.

Weber - Costello Co., Chicago Heights, Ill., featured its "Top Flight" offset maps and globes, with W. F. Scarborough in charge of the presentation.

Wilson-Jones Co., Chicago, displayed loose leaf business accounting books and forms at the Stevens Hotel show and also held open house at its plant for visiting stationery dealers. Among other exhibitors were the J. L. May Co., New York, showing tags, labels and seals; and the Associated Stationers Supply Co., Chicago, showing "World Wide" business forms by offset.

Another exhibitor was the Columbia Ribbon & Carbon Mfg. Co., Glen Cove, N. Y., which, according to T. G. Duggan, Chicago representative, operates its own offset plant in connection with manufacture and ornamentation of cartons and containers for its principal products, and also offers lithographers a trade plate making service and a line of fountain solutions, etches and other litho chemicals.

### Syntron Forms Canadian Branch

D. G. Black, general sales manager of the Syntron Co., Homer City, Pa., has announced the establishment of a branch sales office in Montreal at 4695 Sherbrooke St., W., under the supervision of C. F. A. Gray. According to the announcement the purpose of the office is to provide a sales and engineering service for the Syntron vibratory material handling, construction and maintenance equipment in Quebec and the Maritime Provinces.



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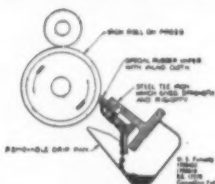


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## Opposes Discount Elimination

Printing Industry of America, printers' association, plans to take action to restore commercial discounts, claimed to have been eliminated or reduced by the paper industry, according to a recent announcement from the association's headquarters in Washington.

The announcement went on to state that Donald L. Boyd, Huntington, West Virginia, recently elected president of the PIA, has named Raymond Blattenberger of Edward Stern & Co., Philadelphia, to head a committee to confer with the paper manufacturers and paper merchants.

## Reports on Offset Presses

Out of a total 2,168 presses used by 185 reporting magazine publishers, 135 were of the offset type, a recent Dept. of Commerce census bulletin stated. Of the offset presses, 77 were sheet fed, 17 web fed, 20 proof, and 21 other offset presses, the report indicated.

## Cleveland Firm Adds Camera

Continental Lithograph Corp., Cleveland, recently installed a 55" Rutherford camera.

## Trade Events

National Association of Litho Clubs, annual convention, Congress Hotel, Chicago, Saturday, January 24, 1948.

Lithographers National Assn., annual convention, The Greenbrier, White Sulphur Springs, W. Va., July 21-24, 1948.

National Assn., of Photo-Lithographers, 1948 convention, Netherland Plaza Hotel, Cincinnati, Sept. 15-19, 1948.

## Litho Schools

CHICAGO — Chicago Lithographic Institute, Glessner House, 1600 S. Prairie Ave., Chicago 16, Ill.

NEW YORK — New York Trade School, Lithographic Department 312 East 67 St., New York, N. Y.

ST. LOUIS — David Ranken Jr. School of Mechanical Trades, 4431 Finney St. Louis 8, Mo.



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Bridgeport Engravers Supply Co. ....	98	Mason-Moore-Tracy, Inc. ....	102
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Central Compounding Co. ....	91	Merck & Co., Inc. ....	110
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Chillicothe Paper Co. ....	26	Mohawk Paper Mills ....	Oct.
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Consolidated Photo Engravers Equip. Co. ....	110	Moore Laboratories ....	112
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Craftint Mfg. Co. ....	Oct.	National Carbon Co., Inc. ....	90
Cramer Dry Plate Co., G. ....	104	National Photocolor Corp. ....	Oct.
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DuPont, E. I. deNemours & Co. ....	70	Pitman Co., Harold M. ....	6
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Electronic Mechanical Products Co. ....	82	Rathbun & Bird Co., Inc. ....	108
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Falulah Paper Co. ....	49	Rising Paper Co. ....	72
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(The Advertisers' Index has been carefully checked but no responsibility can be assumed for errors or omissions.)



"Dey say it's de safest spot around here, Cuthbert!"

*...the right spot!*

**T**HE aim of all advertising is to reach the right people with the right copy at the right time. Copy is a matter of choice or opinion. Time is dictated by circumstances. But reaching the right people is a matter of media. Which publications? And this is where business or industry magazines with their specialized circulations can reach specifically the right people,—direct, with minimum waste and at low cost.

For example, if it be a matter of reaching the right people in the field of Lithography, we suggest that the right place to advertise is

**MODERN LITHOGRAPHY**  
254 WEST 31st STREET NEW YORK 1

Member, Audit Bureau of Circulation

## Tale Ends

**P**ETE COSTELLO of Federal Tin Co., Baltimore metal lithographing firm, was a proud father November 10 when his daughter, Kathleen, toted off some high honors at the National Horse Show held in Madison Square Garden. Riding a horse called Post Meridian, Miss Costello won the Ladies' Working Hunters event, and was scheduled to take part in other events of the show later in the week. This is the top horse show in the country and winning an event there is a top bracket performance.

★

Here's the story on the *Time* plate being developed at the Time Labs in Springdale, Conn. It has a polished copper plate as a base, on which is coated a type of cold top similar to that used by photo-engravers. The coated plate is exposed through a negative. After processing to remove unexposed areas, these areas (non-printing) are coated with a chromium and mercury alloy. The cold top in the printing area is then removed, and the plate prints direct from the copper which takes ink, while the chromium-mercury area takes water. The plate has no grain. Livermore & Knight in Providence are reported to be running tests. The plates are to be used in the production of the West Coast edition of *Time* at Pacific Press. The foregoing is unofficial but is pieced together from various sources close to the feed box.

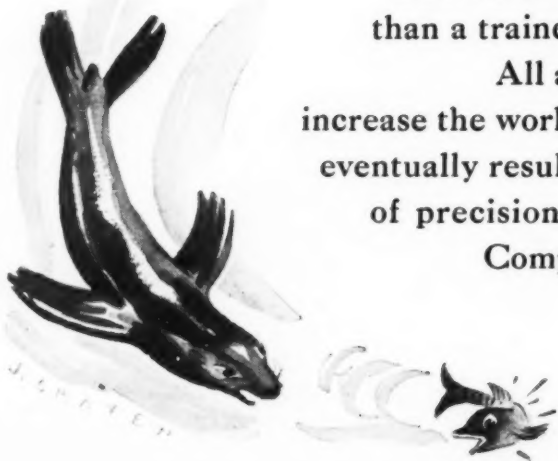
★

Woodrow Offset Corp., New York, (Herman Tugender, proprietor,) had a folder made up on offset coated paper part of which was printed by offset and part by letterpress. Copy included both type and halftones, and a return postcard was provided so his customers could write their guesses as to which was offset and which was letterpress. Out of 2,000 folders, 1,200 postcards came back. 50% were wrong.



The world has been off-balance, and greater dexterity than a trained seal's is needed to get things right again.

All along the line, measures are being taken to increase the world's production of basic materials. This will eventually result in increased supplies of fine coated paper of precision quality, for which The Martin Cantine Company has been noted for nearly sixty years.



THE MARTIN CANTINE CO.  
Saugerties, N. Y.

SPECIALISTS IN COATED PAPERS SINCE 1888

*Cantine's Coated Papers*



5 · 10 · 15

years from now...

you'll be glad you waited a little longer \*  
for Harris Offset Presses, Seybold Paper Cutters  
and other Harris-Seybold graphic arts equipment.

\* 5-10-15 years from now, after your Harris-Seybold equipment has paid for itself, probably several times over, in steady performance and low-cost upkeep . . . and when, if you are willing to part with it, there will still be a demand for it in the rebuilt machinery field . . . you'll feel more than repaid for "waiting a little longer" today.

Printers, lithographers and binders who have had experience with Harris Offset Presses or Seybold Paper Cutters know this. That is why many of them are still waiting for Harris-Seybold equipment—even though some have been offered earlier deliveries from other manufacturers.

Today, delivery of certain Harris-Seybold equipment is easing up a bit. Your order for a forty-inch cutter, multiple-spindle drilling machine, or die press can now be filled reasonably soon. You may also be able to get delivery on offset presses and larger paper cutters sooner than you think.

We'll be glad to send literature and up-to-date information on the size and model you want. Why not write for it today?

HARRIS PRESSES • SEYBOLD CUTTERS • OTHER GRAPHIC ARTS EQUIPMENT . . . .

HARRIS-SEYBOLD

General Offices, Cleveland 5, Ohio